



CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
Tuesday, September 21, 2021 @ 4:00 PM
COUNCIL CHAMBERS

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Proclamation and Community Acknowledgements
- E. City Manager Report
- F. City Clerk Report
- G. Call To The Public

INSTRUCTIONS: In order to address the City Council, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the City Clerk before the meeting begins.

[Download the Call to the Public form](#) (PDF download requires Adobe Acrobat Reader)

[Fill out the Call to the Public form online](#) If submitting form electronically, please submit to City Clerk at least one hour before the meeting start time.

The Call to the Public form is also available at the front counter.

Note: A.R.S. 38-431.01(H)- During this time members of the public may address City Council only on issues within the jurisdiction of the City Council which are not an item on the agenda. At the conclusion of the open call, City Council may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

Approval of items on the Consent Agenda – all items with an asterisk (*) are considered to be routine matters and will be enacted by one motion and one roll call vote to the City Council. There will be no separate discussion on these items unless a Councilmember requests, in which event the item will be removed from the consent agenda and considered in its normal sequence on the agenda.

Please be aware that Council Members may not discuss or respond to matters raised during call to the public that are not specifically identified on the agenda. Council Members may however, in their discretion, discuss or respond to relevant matters raised during a noticed public hearing or agenda item.

H. Regular City Council Work Session Agenda

CONSENT AGENDA:

REGULAR AGENDA ITEM - PUBLIC HEARING:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|--|---|
| 1. | Citywide | Presentation and discussion pertaining to a proposed Text Amendment to Chapter 109 of the Surprise Land Development Ordinance regarding Billboard Signs. Case FS21-147 | None

Robert Kuhfuss
Community Development |
|----|----------|--|---|
- I. Other Business and Future Agenda Items

J. City Council Reports

K. Executive Session

For information Purposes; Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, but for only the following purposes:

- discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- discussion or consideration of records exempt by law from public inspection (A.R.S. §38-401.03 (A)(2));

L. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: Thursday, September 16, 2021 @ 12:01 p.m.

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE Regular City Council Work Session

Council Meeting Date: September 21, 2021 Contact Person: Robert Kuhfuss
Submitting Department: Community Development District: Citywide
Staff Recommendations: None

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to a proposed Text Amendment to Chapter 109 of the Surprise Land Development Ordinance regarding Billboard Signs. Case FS21-147

Motion:

Presentation and discussion only.

Background:

Rhett Cooney of Boulevard Media seeks an amendment to Chapter 109 of the Surprise Municipal Code regarding Billboard Signs. The proposed Text Amendment, if approved, would amend the manner in which such signs are regulated within the City of Surprise, specific to a short segment of the Loop 303 in District 1. The matter was heard at the July 15, 2021 Planning and Zoning Commission hearing and was scheduled for public hearing at the August 17, 2021 City Council; however, at the request of the applicant, the matter was continued to a date certain of October 19, 2021 so the matter could be discussed during the subject work session.

Objective Analysis:

The complete language as proposed by the applicant is included as attachments to this report, but is summarized here:

- Section 109-1.7 A, Table 109-1a – revised to include billboards in certain zoning districts
- Section 109-1.7F.11 – revised to remove billboards as a prohibited use
- Section 109-1.9C.9 – revised to establish specific time, place and manner requirements specific to billboards
- Section 109-1.11 – revised to clarify the use of electronic messaging on billboards

Attachment 04a includes staff-proposed changes to the language that identifies the beginning and ending points for the actual corridor. These proposed changes are intended to provide clarity and do not affect the intent of the applicant's proposal. Based on Commission input, however, Attachment 04b also includes provisions that 1) limit the number of Billboards to one (1) within the specified corridor, and 2) limits the height of the billboard to 45'.

Policy Compliant:

The City's goal is to balance business needs with aesthetics, while meeting the requirements of law.

Financial Impact:

While this item does not have an immediate or direct financial impact, ongoing development activity in the City will inevitably have a future financial impact as additional resources are needed to provide city services.

Budget Impact:

There is no anticipated budget impact related to this item.

FTE Impact:

This item does not have an impact on current staffing levels.

ATTACHMENTS:

1. 00 FS121-147 Billboard Signs 09-21-21 CCWS Staff Report
 2. 01 FS21-147 Billboard Signs Text Amendment Applicant Narrative
 3. 02 FS21-147 Applicant Response Letter w Outreach Summary_Redacted
 4. 03 - FS21-147 SMC Section 109-1.7 Permitted and Prohibited Signs RE BILLBOARDS Leg-Edit
 5. 04a - FS21-147 SMC Section 109-1.9 Sign Classifications and Types RE BILLBOARDS (limiting number of signs to three) Leg-Edit
 6. 04b - FS21-147 SMC Section 109-1.9 Sign Classifications and Types RE BILLBOARDS (limiting number of signs to one at 45 foot height) Leg-Edit
 7. 05 - FS21-147 SMC Section 109-1.11 Electronic Messaging RE BILLBOARDS Leg-Edit
 8. All Comments as of 08-30-21_REDACTED
 9. FS21-147 Billboard Signs 09-21-21 CCWS
-

TEXT AMENDMENT

REPORT TO THE CITY COUNCIL WORK SESSION

Case: FS21-147

Project Name: Billboard Signs

Council District: All

Meeting Date: September 21, 2021

Planner: Robert H. Kuhfuss, AICP

Applicant: Rhett Cooney, Boulevard Media Co.

Request: Text Amendment to Chapter 109 of the Surprise Land Development Ordinance regarding Billboard Signs

Location: Citywide *

Support/Opposition: Some support, considerable opposition

Commission

Recommendation: **Approve** the requested Text Amendment with provisions that 1) limit the number of billboards to one (1) within the specified corridor and 2) limit the height of the billboard to 45'.

Alternative Actions: None as this is a discussion item only.

* Note: While the subject Text Amendment involves proposed changes to the LDO, if approved, the affected properties are exclusive to District 1.

43 **PROJECT DESCRIPTION:**

44
45 Rhett Cooney of Boulevard Media seeks an amendment to Chapter 109 of the Surprise
46 Municipal Code regarding Billboard Signs. The proposed Text Amendment, if approved, would
47 amend the manner in which such signs are regulated within the City of Surprise, specific to a
48 short segment of the Loop 303 in District 1.

49
50 **BACKGROUND:**

51
52 **April 16, 2015:** Staff began the overhaul of the Sign Code as previously written in Chapter 113
53 of the Surprise Municipal Code (SMC).

54
55 **March 6, 2018:** The City Council approved the amended Chapter 113 Sign Code.

56
57 **April 5, 2018:** The new Sign Code per Chapter 113 went into effect.

58
59 **December 15, 2020:** The City Council approved the Land Development Ordinance (LDO), at which
60 time Chapter 113 of the SMC became Chapter 109 of the LDO.

61
62 **January 14, 2021:** The LDO became effective.

63
64 **February 4, 2021:** Staff discussed the billboard matter during a regular Concept Review meeting
65 under CR20-818.

66
67 **February 22, 2021:** The applicant filed case FS21-147 as it relates to Billboard Signs.

68
69 **May 12, 2021:** The applicant held an outreach meeting to discuss the proposed changes to the Sign
70 Code as they pertain to Billboard Signs.

71
72 **July 15, 2021:** The Planning and Zoning Commission recommended approval of the subject request
73 to the City Council, with provisions limiting the number of billboard signs to one (1) within the
74 specified corridor, and limiting the height of the billboard to 45'.

75
76 **August 17, 2021:** At the request of the applicant, the Council continued the matter to a date-
77 certain of October 19, 2021 so the matter could be discussed during the work session of September
78 21, 2021.

79
80 **OUTREACH:**

81
82 The applicant held an outreach meeting on Wednesday, May 12, 2021 in both in-person and virtual
83 format. Seven (7) attendees were present in person while one (1) attended virtually. The outreach
84 meeting, as well as the Planning and Zoning Commission hearing, were advertised in accordance
85 with state and local regulations.

86 Going into the Planning and Zoning Commission hearing of July 15, 2021, staff had received little
87 public input; however, since that date staff has received copious opposition and one item of
88 support. The reasons given for opposition are summarized below:

- 89
- 90 • 34 items received
- 91 ○ 5 instances of concern over the physical look
- 92 ○ 4 instances of concerns over dark skies
- 93 ○ 20 instances of concern over scenic view / desert beauty
- 94 ○ 9 instances of concern over driver distraction
- 95 ○ 7 instances where no reason was given
- 96

97 **DISCUSSION:**

- 98

99 During the re-write of the Sign Code back in the 2015-2018 timeframe, members of the
100 billboard industry approached staff regarding the possibility of including permissive language in
101 the Sign Code that would allow Billboards. Staff presented the idea to the Planning and Zoning
102 Commission who were amenable to the idea as long as it was on a limited basis. Staff, with the
103 assistance of the billboard community, and with input from stakeholders, prepared draft
104 language for the Commission's consideration. After considerable discussion, the Billboard
105 language was revised and forwarded to the City Council for consideration; however, the Council
106 rejected the idea and opted to approve a version of the Sign Code that specifically prohibited
107 billboards anywhere within the City of Surprise.

- 108

109 The billboard language considered by the Commission in 2018, if approved, would have allowed
110 billboards in certain segments of the Grand Avenue corridor as well as a short segment of the
111 north Loop 303 corridor. The applicant's current proposal contains similar language pertaining
112 to the north Loop 303 corridor, but deliberately excludes the Grand Avenue Corridor. The
113 proposed text also increases the maximum height of a billboard sign to 45' above the edge of
114 pavement as opposed to 30' as was the case with the original language back in 2018. The
115 complete language as proposed by the applicant is included as attachments to this report,
116 however is summarized here:

- 117
- 118 ➤ Section 109-1.7 A, Table 109-1a – revised to include billboards in certain zoning districts
 - 119 ➤ Section 109-1.7F.11 – revised to remove billboards as a prohibited use
 - 120 ➤ Section 109-1.9C.9 – revised to establish specific time, place and manner requirements
 - 121 specific to billboards
 - 122 ➤ Section 109-1.11 – revised to clarify the use of electronic messaging on billboards
 - 123

124 Attachment **04a** includes staff-proposed changes to the language that identifies the beginning
125 and ending points for the actual corridor. These proposed changes are intended to provide
126 clarity and do not affect the intent of the applicant's proposal. Based on Commission input,
127 however, Attachment **04b** also includes provisions that 1) limit the number of Billboards to one
128 (1) within the specified corridor, and 2) limits the height of the billboard to 45'.

129 **FINDINGS:**

- 130
- 131 • The proposed changes are consistent with state statute.
 - 132 • The proposed changes are compliant with applicable case law regarding signs and the 1st
 - 133 Amendment.
- 134

135 **COMMISSION RECOMMENDATION:**

136

137 **Approve** the requested Text Amendment with provisions that 1) limit the number of billboards to

138 one (1) within the specified corridor and 2) limit the height of the billboard to 45'.

139

140 **ALTERNATIVE ACTIONS:**

141

142 None as this is a discussion item only.

143

144 **ATTACHMENTS:**

- 145
- 146 01 – Applicant’s Narrative
 - 147 02 – Applicant Response to Comments Letters/Outreach Summary
 - 148 03 – SMC Section 109-1.7 Permitted and Prohibited Signs, leg-edit format
 - 149 04a – SMC Section 109-1.9 Sign Classifications and Types, leg-edit format
 - 150 04b – SMC Section 109-1.9 Sign Classifications and Types, leg-edit format (limiting number and height of sign)
 - 151 05 – SMC Section 109-1.11 Electronic Messaging Centers, leg-edit format
 - 152 Opposition



Project Narrative
Proposed Text Amendment
Land Development Ordinance
February 18, 2021

Description of Request

We represent Rhett Cooney of Boulevard Media Company and their request for a Text Amendment to Chapter 109 of the City of Surprise (City) Land Development Ordinance (LDO). The purpose of this request is to update the current language within the City LDO and proposes additional usage, such as billboards and including digital billboards, which are currently prohibited. This Text Amendment will amend Chapter 109 - Signs with the proposed changes and additions.

1. Adding billboards as permitted use in Section 109-1.7 A. Table 109-1a Permitted Signs-Freestanding Ground Signs.
2. Striking billboards as a prohibited use in 109-1.7 F.11.
3. Adding criteria under which billboards will be allowed in Section 109-1.9 C.9 (see attached Billboard Signs).
4. Adding language in Section 109-1.11 6.

The proposed Text Amendment changes are attached.

Project Location

The proposed Text Amendment would allow for billboards in a very limited portion of the City along a very short stretch of State Route Loop 303. The specific location where billboards may be allowed (after receiving a conditional use permit from the City Council) are within three (3) privately owned parcels along the north side of the State Route 303 Corridor between the City boundary on the east and where a significant power line corridor bisects properties along the north side of the freeway (see specific sign location details within the attached proposed text amendment – Section 109-1.9). This limited area is generally located along the east/west portion of the Loop 303 along the north side of the



freeway, north of the Sun City master planned community. Please refer to the specific text of the Text Amendment for the specific location for potential billboard locations.

Historical Data

There is not much historical data on billboards in Surprise, other than the LDO and previous Surprise Unified Development Code (SUDC) prohibited billboards as part of the sign code. In 2018, there was an attempt to include billboards as part of the sign code. The process included proposed billboard locations in the same general area along the Loop 303 and some opportunities for billboards along Grand Avenue. The 2018 text amendment received City staff and Planning & Zoning Commission support. The proposed billboard portion of the sign code text amendment was removed by the City Council at their February 6, 2018 public hearing. Nearby communities and Maricopa County have varying billboard ordinances.

Operational Aspect of Use

The proposal is to allow for a very limited area of potential billboard locations along the east/west stretch of the Loop 303 within the City of Surprise. There are only a few privately owned parcels in the City limits along this stretch of the freeway that meet the specific locational criteria. The entire southern side of the Loop 303 has tall sound walls that act as a barrier to viewing any proposed billboard along the north side of the freeway. Other than the specific approximately 4,500 feet of distance along the north side of the freeway, no billboards are proposed for any location within the entire City with this Text Amendment.

Infrastructure

The proposed Text Amendment does not affect any City infrastructure or City maintenance costs.

Phasing

No phasing is needed or required.



Robert Kuhfuss
Development Department
City of Surprise
16000 N Civic Center Plaza
Surprise, AZ 85374

RE: FS21-147

Dear Mr. Kuhfuss:

The following is our responses to Staff's comments regarding FS21-147 Billboard Text Amendment.

A. GENERAL COMMENTS:

PLANNING:

1. These comments should in no way be construed as staff support, but rather an attempt to provide clarity should the proposed Text Amendment be adopted.

Response: So noted.

2. Additional revisions may be warranted as the proposal moves through the stakeholder process

Response: So noted.

B. The Citizen Participation Plan prepared by Tiffany & Bosco and received February 22, 2021, will be revised and submitted for review to include the following modifications:

PLANNING:

1. This document seems to be written based off obsolete language found in the SUDC. Revise the document relative Article 2 (specifically Table 102-2a) and Article 3 of the LDO.

Response: Document has been revised.

2. Discuss how you intend to conduct Neighborhood Meeting as required by Section 102-3.2 of the LDO.

Response: We held a hybrid (in-person and virtual) open house on May 12, 2021 at 6pm at the Asante elementary school in Surprise, AZ. There were three (3) members from the public, two (2) City Councilmembers and two (2) City staff members. There was one (1) person in attendance on-line as the open house was a hybrid of in-person and virtual. The person on-line was a City of Glendale staff member monitoring the text amendments progress. There was a great discussion among the participants on the make-up of the proposed Land Development Code verbiage, location questions, billboard sign operational characteristics and other relevant issues with allowing billboards along this portion of the Loop 303. There was only one (1) comment card left behind. Please see attached Citizen Participation Report.

3. Indicate the date of revision.

Response: The Citizen Participation report was updated on May 17, 2021.

C. The Narrative Report prepared by Tiffany & Bosco and received February 22, 2021, will be revised and submitted for review to include the following modifications:

PLANNING:

1. Indicate the date of revision:

Response: Narrative Report updated May 19, 2021.



SECTION 109-1.7A EXHIBIT:

2. Add language to Table 109.A that allows for Billboards in Commercial and Industrial zoning districts with a CUP. Include the reference to Section 109- 1.9(c)(9) in the left hand column. (You may annotate a screen shot if that is easier and I will format later.)

Response: Updated and included with this resubmittal.

SECTION 109-1.9 EXHIBIT:

3. In Paragraph C.9.1, identifying the western and eastern limits of the corridor might be made clearer if you state "...extending from the West line of Range 1 West of the Gila and Salt River Base and Meridian and extending in an easterly direction a distance of approximately 1 mile to the east line of Range 1 West of said Base and Meridian."

Response: Updated.

4. With the corridor limited to approximately 1 mile, Paragraph 1.b is not necessary.

Response: So noted.

5. Under Paragraph 2, delete the phrase "...regardless of the corridor in which it is located."

Response: Updated.

6. Under Paragraph 2.a, add that billboards may be located in Commercial or Industrial zoning districts, and only within the specified Corridor.

Response: Updated.

7. Paragraph 2.b regarding the railroad is also not necessary.

Response: So noted.

8. Under Paragraph 2.e, you state 1,760' separation. How many billboards are you seeking? Will that separation distance allow that number of billboards?

Response: With the proposed separation of 1,760', approximately three (3) billboards will be allowed.

9. Under Paragraph 3, delete the phrase "...regardless of the corridor in which it is located."

Response: Updated.

10. In Paragraph 3.c, add the various dimensions to the drawing. Since there is only one corridor, no need for the table.

Response: Updated.

11. In Paragraph 3.d, add the various dimensions to the drawing.

Response: Updated.

Please let me know if you need any other changes to the proposed billboard text amendment. Please let us know the soonest we can be scheduled for a Planning & Zoning Commission hearing for this text amendment proposal. Thank you.

Sincerely,

Kurt Jones, AICP

CC: Rhett Cooney



Citizen Participation Plan & Report

Proposed Text Amendment

Land Development Ordinance

May 17, 2021

Background

The City of Surprise (City) requires a citizen participation process and report for applications such as this text amendment to the City's Land Development Ordinance (LDO). The purpose of the citizen review process is to:

Ensure that applicants pursue early and effective citizen participation in conjunction with their applications, giving them the opportunity to understand and try to mitigate any real or perceived impacts their application may have on the community;

Ensure that the citizens and property owners of the city have an adequate opportunity to learn about applications that may affect them and to work with applicants to resolve concerns at an early stage of the process; and

Facilitate ongoing communication between the applicant, interested citizens and property owners, city staff, and elected officials throughout the application review process.

The citizen review process is not intended to produce complete consensus on all applications, but to encourage applicants to be good neighbors and to allow for informed decision-making.

Proposed Billboard Text Amendment – Citizen Participation Plan & Report

The request is for a Text Amendment to Chapter 109 of the City of Surprise (City) Land Development Ordinance (LDO). The purpose of this request is to update the current language within the City LDO and proposes additional usage, such as billboards and including digital billboards, which are currently prohibited. This Text Amendment will amend Chapter 109 - Signs with the proposed changes and additions.

1. Adding billboards as permitted use in Section 109-1.7 A. Table 109-1a Permitted Signs-Freestanding Ground Signs.
2. Striking billboards as a prohibited use in 109-1.7 F.11.
3. Adding criteria under which billboards will be allowed in Section 109-1.9 C.9 (see attached Billboard Signs).



4. Adding language in Section 109-1.11 6.

We intend to meet the City's notification requirements, which are:

- Notice of the citizen review meeting shall be provided by the planning and zoning division in the form of a public notice to the following, when applicable:
 - The notice shall be published at least once in a newspaper of general circulation published or circulated in the municipality at least 15 days prior to the meeting date. **City initiated.**
 - For applications involving rezoning of land or text amendments which abuts other municipalities or unincorporated areas of the county or a combination thereof, copies of the notice shall be transmitted to the planning agency of such governmental unit butting such land. **City initiated.**
 - For applications involving rezoning, subdividing, planned unit developments, site plans with uses permitted on a conditional basis, and legislative matters including text amendments, all real property owners within a 200-foot or 300-foot radius, the city shall send copies of the notice by first class mail, no less than seven days prior to the hearing. We noticed at 300 feet. **City initiated.**
 - Any village committee or special community group which is located in the area of the proposed public hearing request or has considerable interest in the nature of the application; **See City initiated list.**
 - The head of any homeowner's association or registered neighborhood within the public notice area established in item (3) indicated above. **See City initiated list.**

Site Posting

The site was posted for the proposed Text Amendment in the one location which would allow for the proposed billboards. These signs are on a local dirt road leading to the sites adjacent to the Loop 303. You can see the one (1) of the sites posting signs from the Loop 303, but the sign is unreadable because of the distance from the travel lanes and vehicle speeds on the freeway. Refer to **Tab 1** for the site posting locations. Refer to **Tab 2** for the site posting language and affidavit of posting.

Participation Report.

An open house was held on May 12, 2021 at 6pm at the Asante elementary school in Surprise, AZ. There were three (3) members from the public, two (2) City Councilmembers and two (2) City staff members. There was one (1) person in attendance on-line as the open house was a hybrid of in-person and virtual. The person on-line was a City of Glendale staff member monitoring the text amendments progress. There was a great discussion among the participants on the make-up of the proposed Land Development Code verbiage, location questions, billboard sign operational characteristics and other relevant issues with allowing billboards along this portion of the Loop 303.

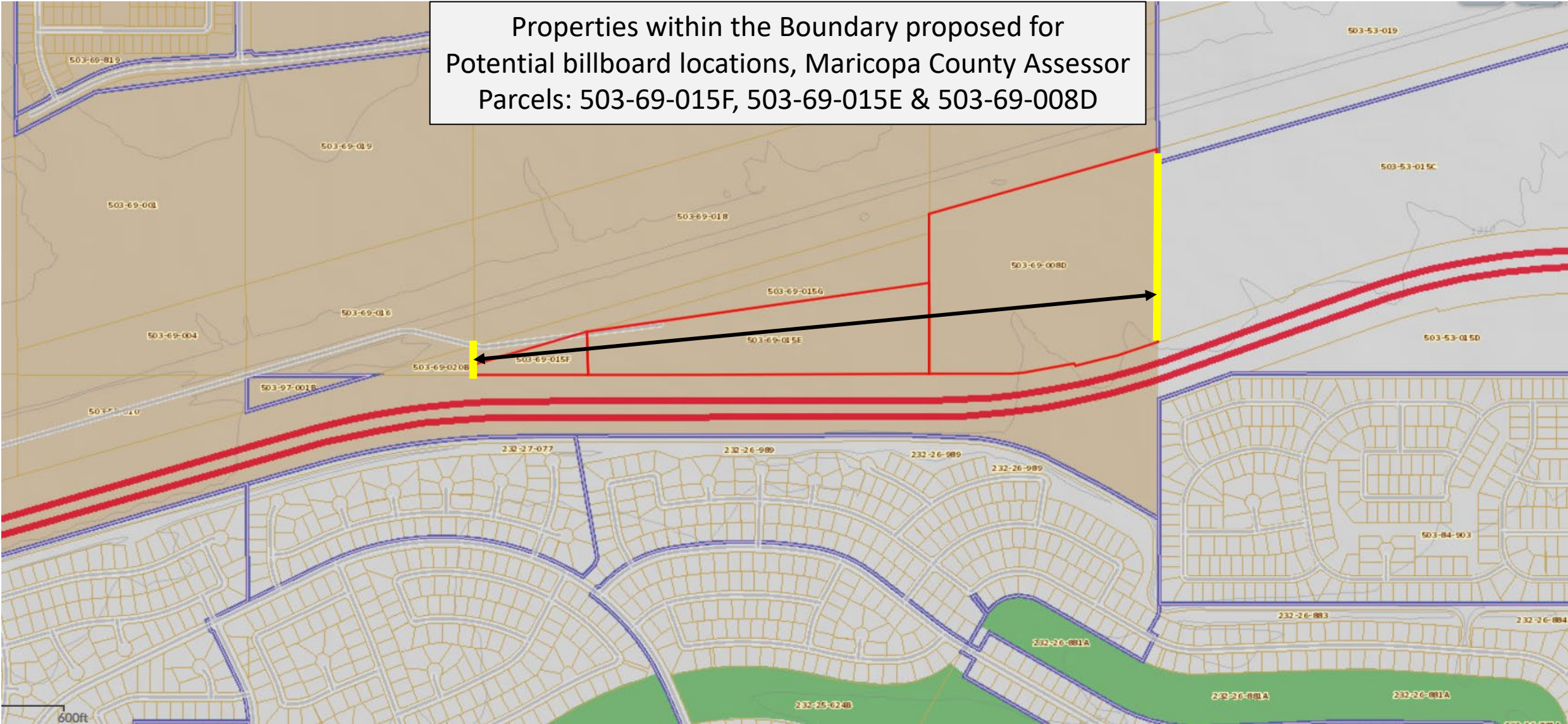
There was only one (1) comment card left behind which is attached at **Tab 3**. We have committed to working through many of the discussion points during the virtual open house and we will continue to

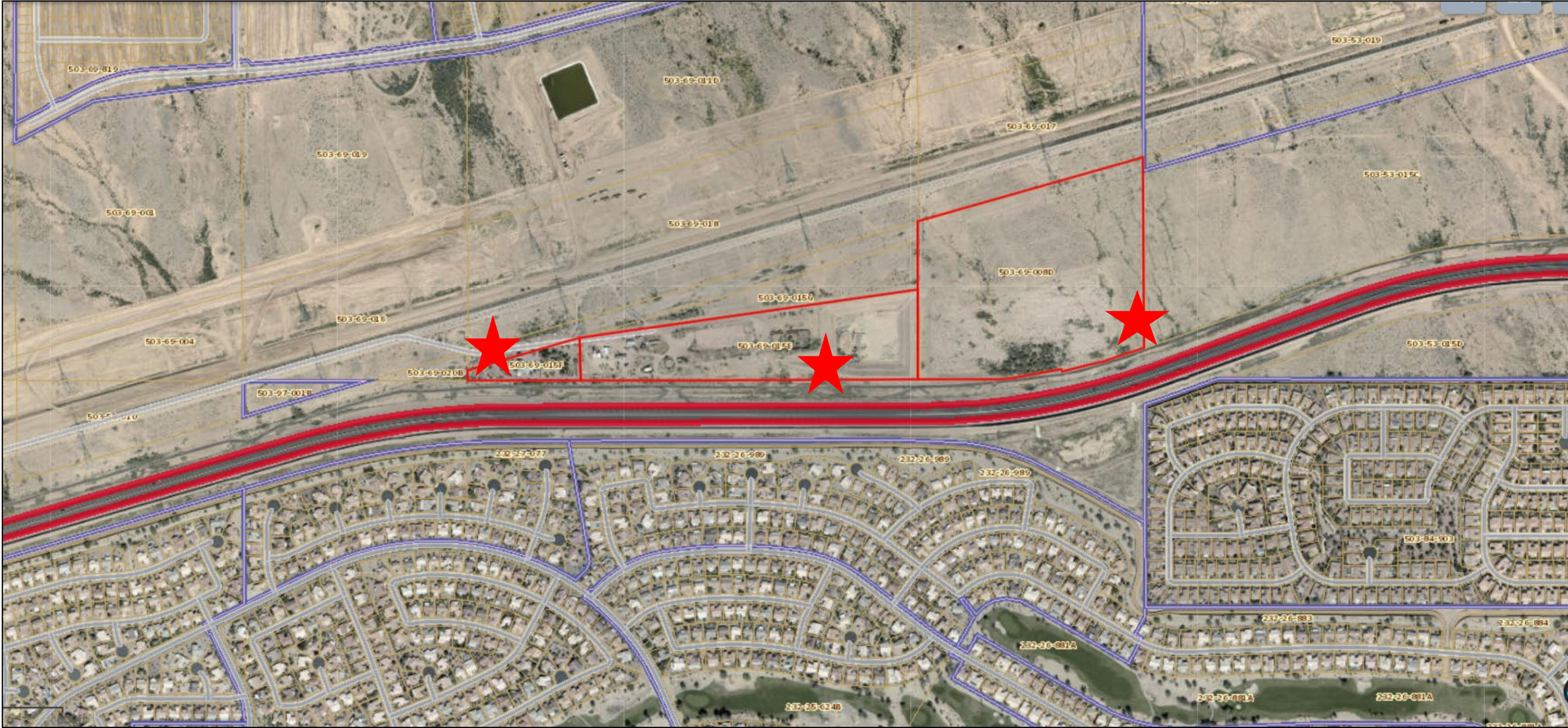


follow up with the in-person and virtual attendees if requested. We have been working cooperatively with City staff on the text amendment request and will continue to work towards public hearings on the proposed request. If we are contacted by any neighbors or stakeholders after we have submitted this citizen participation report to the City, we will reach out to them and provide updates to the City staff with an amended report.

TAB 1

Properties within the Boundary proposed for
Potential billboard locations, Maricopa County Assessor
Parcels: 503-69-015F, 503-69-015E & 503-69-008D





- Proposed sign locations

TAB 2



AFFIDAVIT OF POSTING

Application No: FS21-147

Applicant Name:

Location: 14102 W. Pinnacle Peak Rd & 14210 W Pinnacle Peak Rd

Date Site Posted: April 23rd, 2021

In order to assist in providing adequate notice to interested parties, the applicant for any *type of public hearing* in the City of Surprise shall erect two (2) signs giving notice of the *date, time and place* of the scheduled hearings. These signs must be erected not less than **fifteen (15) days prior to** the date of the first hearing. The signs shall also include the nature of the request as contained on the formal zoning application. The size and format of this sign shall meet requirements established by the Planning and Zoning Department (see page 2).

Such notice shall be clearly legible and placed at a prominent location on the site – Generally adjacent and perpendicular to the public right-of-way. It shall be the *responsibility of the applicant* to erect and to maintain the sign on the subject property and to maintain the hearing information on the sign until final disposition of the case.

It shall also be the *responsibility of the applicant* to remove the signs within one week after the final disposition of the case.

I confirm that the site has been posted as required above, for the case noted above. A picture of the site posting, and photos of any subsequent changes/updates made to the sign, have also been submitted.

Maria Hitt
Applicant/Representative Signature

4-23-2021
Date

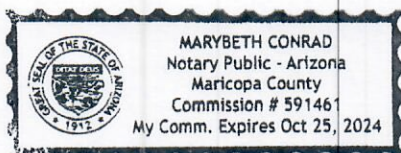
This instrument was acknowledged before me on this 23rd day of April,

2021, and by Maria Hitt. I witness whereof I hereunto

set my hand and official seal.

Marybeth Conrad
Notary Public

10-25-2024
My commission expires



TAB 3

COMMENT CARD

NAME: Andy Cepon

ADDRESS: [REDACTED]

COMMENT: In addition to the City getting 1 of the
8 "cycles" to promote/advertise the City/CityEvents
there must be an on going revenue share component.

Please Send Comment Card or Contact Us with Additional Comments or Questions

Kurt Jones

2525 E Camelback Road – Seventh Floor

Phoenix, AZ 85016

602-452-2729, kaiones@tblaw.com

Date : 5/12/2021 Time: 6:00PM - 7:00PM

Page _____ of _____
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NEIGHBORHOOD MEETING SIGN-IN SHEET

Asante Preparatory Academy
Date : 5/12/2021 Time: 6:00PM - 7:00PM

NAME	ADDRESS	EMAIL	PHONE #
Mr. Roland White Jr. City Hall			
Jane Peiffer			



Project Narrative
Proposed Text Amendment
Land Development Ordinance

February 18, 2021
Revised May 19, 2021

Description of Request

We represent Rhett Cooney of Boulevard Media Company and their request for a Text Amendment to Chapter 109 of the City of Surprise (City) Land Development Ordinance (LDO). The purpose of this request is to update the current language within the City LDO and proposes additional usage, such as billboards and including digital billboards, which are currently prohibited. This Text Amendment will amend Chapter 109 - Signs with the proposed changes and additions.

1. Adding billboards as permitted use in Section 109-1.7 A. Table 109-1a Permitted Signs-Freestanding Ground Signs.
2. Striking billboards as a prohibited use in 109-1.7 F.11.
3. Adding criteria under which billboards will be allowed in Section 109-1.9 C.9 (see attached Billboard Signs).
4. Adding language in Section 109-1.11 6.

The proposed Text Amendment changes are attached.

Project Location

The proposed Text Amendment would allow for billboards in a very limited portion of the City along a very short stretch of State Route Loop 303. The specific location where billboards may be allowed (after receiving a conditional use permit from the City Council) are within three (3) privately owned parcels along the north side of the State Route 303 Corridor between the City boundary on the east and where a significant power line corridor bisects properties along the north side of the freeway (see specific sign location details within the attached proposed text amendment – Section 109-1.9). This limited area is



generally located along the east/west portion of the Loop 303 along the north side of the freeway, north of the Sun City master planned community. Please refer to the specific text of the Text Amendment for the specific location for potential billboard locations.

Historical Data

There is not much historical data on billboards in Surprise, other than the LDO and previous Surprise Unified Development Code (SUDC) prohibited billboards as part of the sign code. In 2018, there was an attempt to include billboards as part of the sign code. The process included proposed billboard locations in the same general area along the Loop 303 and some opportunities for billboards along Grand Avenue. The 2018 text amendment received City staff and Planning & Zoning Commission support. The proposed billboard portion of the sign code text amendment was removed by the City Council at their February 6, 2018 public hearing. Nearby communities and Maricopa County have varying billboard ordinances.

Operational Aspect of Use

The proposal is to allow for a very limited area of potential billboard locations along the east/west stretch of the Loop 303 within the City of Surprise. There are only a few privately owned parcels in the City limits along this stretch of the freeway that meet the specific locational criteria. The entire southern side of the Loop 303 has tall sound walls that act as a barrier to viewing any proposed billboard along the north side of the freeway. Other than the specific approximately 4,500 feet of distance along the north side of the freeway, no billboards are proposed for any location within the entire City with this Text Amendment.

Infrastructure

The proposed Text Amendment does not affect any City infrastructure or City maintenance costs.

Phasing

No phasing is needed or required.

PART II – The City of Surprise LAND DEVELOPMENT ORDINANCE (LDO)

TABLE 109-1a PERMITTED SIGNS (P = permitted, shaded cell = not permitted, C = conditional use permit)											
Code Reference	Sign Type	Location									
		Public Rights-of-Way	Private Rights-of-Way	Single-Family	Multi-Family	Mixed-Use	Commercial and Industrial	SHD-RO	SHD-CO	Open Space	PF
	Monument Signs)										
109-1.9(c)(5)	Class VI Monument Signs (Major Monument Signs)				P	P	P		P		P
109-1.9(c)(6)	Roadway Arch Signs	P	P				P		P		
109-1.9(c)(7)	Subdivision Perimeter Wall Signs			P	P	P	P				P
109-1.9(c)(8)	Freeway Monument Signs						C				
OTHER SIGNAGE											
109-1.11	Level 1 Electronic Messaging			P	P	P	P	P	P		P
109-1.11	Level 2 Electronic Messaging				P	P	P		P		P
109-1.12	Reader Panels			P	P	P	P	P	P		P
109-1.13	Address Identification			P	P	P	P	P	P	P	P
109-1.14	Flags and Flagpoles			P	P	P	P	P	P		P
109-1.15	Billboards						C ¹				

¹ Refer to section 109-1.9 (C) (9)

Revision #1 - 5/19/2021

Section 109-1.9 – Sign Classifications and Types

C.9. Billboard Signs: Billboard Signs may be permitted as outlined in this Section:

1. State Route 303 Corridor: Billboard Signs may be located within that portion of the State Route 303 Corridor between a specific point extending from the southeast corner of Section 9 of the Gila and Salt River Base and Meridian and extending in a westerly direction a distance of 3,960' along the south line of Section 9 located at Latitude 33°41'49" N by Longitude 112°21'35" W and the specific point of Latitude 33°41' 47" N by Longitude 112°22' 22" W, subject to prior approval of a Conditional Use Permit in accordance with Chapter 102-6.3 of the Surprise Land Development Ordinance. All billboard signs located within the aforementioned corridor are subject to the provisions in Paragraph 109-1.9.C.9.:

~~a. No billboard sign shall be located within 2,640 feet of the intersection of U.S. 60 and State Route 303, specifically defined as a point located at Longitude 112°24'13"W by Latitude 33°40'49"N.~~

~~b.a.~~ Billboard signs located within the State Route 303 corridor as defined above shall serve eastbound and/or westbound traffic but shall only be located north of the freeway right-of-way. Further, where a billboard sign is located within the State Route 303 Corridor, at least one (1) sign face shall consist of an Electronic Messaging Center.

~~b.b.~~ The overall height of a billboard sign within the State Route 303 Corridor shall not exceed forty-five (45) feet as measured from the adjacent roadway to the top of the sign structure, exclusive of architectural embellishments as permitted in this Section.

~~b.c.~~ The overall dimensions of the sign panel associated with a billboard sign within the State Route 303 Corridor shall not exceed forty-eight (48) feet in width and fourteen (14) feet in height for a total sign area not to exceed 672 square feet, exclusive of architectural embellishments as permitted in this Section.

2. Additional Locational Requirements: The following additional locational requirements apply for all billboard signs ~~regardless of the corridor in which it is located:~~

a. Billboard signs may only be approved within a Planned Area Development (PAD), that portion of the PAD in which the approved land use plan specifically calls out commercial, industrial or employment uses and in Commercial or Industrial zoning districts, and only within the specified Corridor.

~~b. Notwithstanding the Union Pacific Railroad right-of-way, no billboard sign shall be located within 300 feet of a property zoned for residential uses within the City, or any open space tract that is associated with a residential development.~~

~~b.b.~~ Billboard signs shall not be located closer than twenty (20) feet from the State Route 303 right-of-way line and not further than 200 feet from said right-of-way line.

dc. No billboard sign shall be approved within 660 feet of any Freeway Monument Sign existing at the time of Conditional Use Permit application for the billboard sign in question.

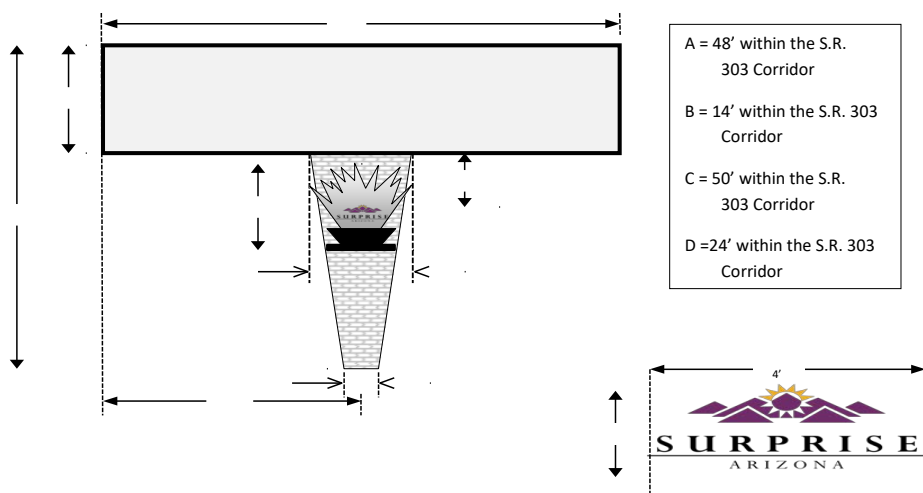
ed. No billboard sign shall be approved within 1760' of any billboard sign approved or existing at the time of Conditional Use Permit application for the billboard sign in question.

3. Design Requirements: The following design requirements apply for all billboard signs ~~regardless of the corridor in which it is located~~:

a. Billboard Signs may incorporate Level 2 Electronic Messaging Centers as outlined Chapter 109-1.11.6 herein, except that Electronic Messaging Centers used in billboard applications may occupy up to 100% of the allowable sign area of the billboard, exclusive of architectural embellishments as may be permitted or required herein and provided such Electronic Messaging Centers are turned off between 11:00 PM and dawn.

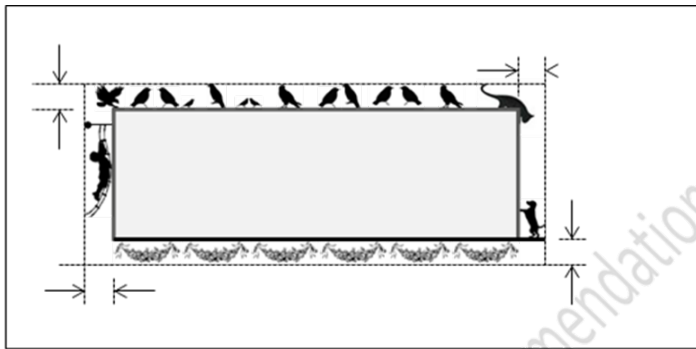
b. Billboard Signs shall be supported by a single pole or column, which shall be dimensionally centered beneath the sign panel and shall incorporate a pole cover comprised of stone, brick or other architecturally compatible material that conceals the structural component of the pole or column. Unless an alternative design is approved by the Planning and Zoning Commission, the pole cover shall be of a trapezoidal shape, with a base width equal to one-third (1/3) the width of the top of the pole cover.

c. Unless an alternative design is approved by the Planning and Zoning Commission, the supporting pole or column shall also include additional architectural embellishments that incorporate the official Primary City of Surprise Logo superimposed onto a stylized agave image. The logo shall be approximately two (2) feet tall by four (4) feet wide. The stylized agave image shall be eight (8) feet high by six (6) feet wide. The vertical center of the arrangement shall be five (5) feet below the lower edge of the sign panel.



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d. Artistic or architectural embellishments up to thirty (30) square feet may be attached to the perimeter of the sign panel, provided said embellishments do not extend more than two (2) feet in any direction beyond the face of the sign and do not otherwise obstruct the architectural embellishments as may be required under Paragraph 109-1.9.C.9.c above. ~~A-B 5' 8' C 6' 2' D 2' Not to scale 4' Support Pole and Logo A = 48' if within the S.R. 303 Corridor B = 14' if within the S.R. 303 Corridor C = 45' if within the S.R. 303 Corridor D = 24' if within the S.R. 303 Corridor~~



4. Any Conditional Use Permit approval is hereby conditioned upon the applicant obtaining a valid construction permit for the billboard sign approved under said Conditional Use Permit. The applicant shall obtain Certificate of Completion from the City of Surprise within six (6) months of approval of the Conditional Use Permit by the Planning and Zoning Commission. Failure to obtain a Certificate of Completion within the designated time allotment shall render the Conditional Use Permit null and void; however, the City Manager or designee may grant a one-time extension for a period not to exceed six (6) months when in the opinion of the City Manager or designee the circumstances warrant such.

109-1.7 Permitted and prohibited signs.

- A** Permitted signs by zoning district. Only those sign types and classes that are specifically listed in table 109-1a for each zoning district may be allowed, subject to the provisions outlined elsewhere in this chapter.

TABLE 109-1a PERMITTED SIGNS (P = permitted, shaded cell = not permitted, C = conditional use permit)											
Code Reference	Sign Type	Location									
		Public Rights-of-Way	Private Rights-of-Way	Single-Family	Multi-Family	Mixed-Use	Commercial and Industrial	SHD-RO	SHD-CO	Open Space	PP
TEMPORARY SIGNS											
109-1.9(a)(2)	Class I Temporary Signs (Small A-Frame Signs)	P	P	P				P			
109-1.9(a)(3)	Class II Temporary Signs (Large A-Frame Signs)					P	P	P	P		
109-1.9(a)(4)	Class III Temporary Signs (Small Post Signs)			P	P	P	P	P	P		P
109-1.9(a)(5)	Class IV Temporary Signs (Large Post Signs)			P	P	P	P	P	P		P
109-1.9(a)(6)	Banner Signs and Festoons			P	P	P	P	P	P		P
109-1.9(a)(7)	Light Pole Banner Signs	P	P		P	P	P	P	P		P
109-1.9(a)(8)	Teardrop Banner Signs			P	P	P	P	P	P	P	P
109-1.9(a)(9)	Sign Walkers	P	P	P	P	P	P	P	P	P	P
109-	Model Home			P				P			

TABLE 109-1a PERMITTED SIGNS (P = permitted, shaded cell = not permitted, C = conditional use permit)											
Code Reference	Sign Type	Location									
		Public Rights-of-Way	Private Rights-of-Way	Single-Family	Multi-Family	Mixed-Use	Commercial and Industrial	SHD-RO	SHD-CO	Open Space	PF
1.9(a)(10)	Complex Signs										
109-1.9(a)(11)	Residential Subdivision Signs			P				P			
BUILDING MOUNTED SIGNS											
109-1.9(b)(1)	Building Wall Signs			P	P	P	P		P		P
109-1.9(b)(2)	Blade Signs			P	P	P	P		P		P
109-1.9(b)(3)	Canopy Signs				P	P	P		P		P
109-1.9(b)(4)	Marquee Signs						P				P
109-1.9(b)(5)	Awning Signs						P		P		P
109-1.9(b)(6)	Hanging Signs					P	P	P	P		P
109-1.9(b)(7)	Window Signs and Sunscreens			P	P	P	P	P	P		P
FREESTANDING GROUND SIGNS											
109-1.9(c)(1)	Class I Monument Signs (Menu Signs)						P		P		
109-1.9(c)(1)	Class II Monument Signs (Preview Signs)						P		P		
109-1.9(c)(2)	Class III Monument Signs (Directional Signs)	P	P	P	P	P	P	P	P	P	P

TABLE 109-1a PERMITTED SIGNS (P = permitted, shaded cell = not permitted, C = conditional use permit)											
Code Reference	Sign Type	Location									
		Public Rights-of-Way	Private Rights-of-Way	Single-Family	Multi-Family	Mixed-Use	Commercial and Industrial	SHD-RO	SHD-CO	Open Space	PF
109-1.9(c)(3)	Class IV Monument Signs (Directory Signs)				P	P	P		P		
109-1.9(c)(4)	Class V Monument Signs (Minor Monument Signs)			P	P	P	P		P		P
109-1.9(c)(5)	Class VI Monument Signs (Major Monument Signs)				P	P	P		P		P
109-1.9(c)(6)	Roadway Arch Signs	P	P				P		P		
109-1.9(c)(7)	Subdivision Perimeter Wall Signs			P	P	P	P				P
109-1.9(c)(8)	Freeway Monument Signs						C				
<u>109-1.9(c)(9)</u>	<u>Billboard Signs</u>						<u>C</u>				
OTHER SIGNAGE											
109-1.11	Level 1 Electronic Messaging			P	P	P	P	P	P		P
109-1.11	Level 2 Electronic Messaging				P	P	P		P		P
109-1.12	Reader Panels			P	P	P	P	P	P		P

TABLE 109-1a PERMITTED SIGNS (P = permitted, shaded cell = not permitted, C = conditional use permit)											
Code Reference	Sign Type	Location									
		Public Rights-of-Way	Private Rights-of-Way	Single-Family	Multi-Family	Mixed-Use	Commercial and Industrial	SHD-RO	SHD-CO	Open Space	PF
109-1.13	Address Identification			P	P	P	P	P	P	P	P
109-1.14	Flags and Flagpoles			P	P	P	P	P	P		P

- B** Signs in the public street right-of-way. Signs are not permitted within the public street right-of-way, except for those signs erected by, or on behalf of the city, or as otherwise expressly permitted in this chapter.
- C** Signs in the private street right-of-way. Signs are not permitted within private street rights-of-way, except when associated with an approved planned area development (PAD) or comprehensive sign program (CSP), as required by the city, or as otherwise permitted in this chapter.
- D** Encroachments. No portion of any sign erected on any property may encroach into the public right-of-way, except as otherwise permitted in this chapter or where expressed written permission is granted by the city to allow said encroachment.
- E** Signs as an accessory use. All signs must be an accessory use to a primary use. In no case shall a sign be established as a primary use of the property; except that temporary signs as otherwise allowed within a given zoning district are exempt from this provision.
- F** Prohibited signs. The following sign types are specifically prohibited:
1. *Abandoned signs*, pole signs of a permanent nature, snipe signs, and median signs;
 2. Animated signs, flashing, blinking, or rotating signs, festoons, inflatable signs including latex or Mylar balloons, permanent banner signs, pennants, searchlights, streamers, signs other than class 1 monument signs that emit audible sound, and any clearly similar features;
 3. Vehicle signs when the vehicle is placed in a location not approved for vehicular parking or storage;
 4. Signs containing any words or symbols that would cause confusion because of their resemblance to highway traffic control or direction signals;

5. Merchandise, equipment, products or other items which are not available for purchase, but are intended to attract attention, or for identification or advertising purposes;
6. Signs located on trees, utility poles, public benches, or any other form of public property, or within any public right-of-way, unless explicitly permitted by these regulations;
7. Signs containing vulgar or profane messages, hate speech, or language intended to incite violence;
8. Signs greater than 30 inches in height and which are located within any sight visibility triangle of any street or driveway intersection as required by the Surprise engineering design standards;
9. Signs not expressly permitted as being allowed by right under this chapter, or by specific requirements in another portion of this chapter, or otherwise expressly allowed by the city board of adjustment;
10. Signs placed in locations that are deemed by the city to present a hazard to public safety, obstruct clear vision in the area, or interferes with the requirements of the Americans with Disabilities Act (42 United States Code sections 12101 through 12213 and 47 United States Code sections 225 and 611);

~~11. —Billboard signs.~~

- G** Signs exempt from these regulations. The following signs are exempt from regulation under this chapter:
1. Governmental signs.
 2. Any sign that is not visible from another property to the naked eye, provided said sign otherwise meets applicable Building Code requirements and the requirements of sections 109-1.10, 109-1.11 and 109-1.12 herein.
- H** Violation. Any sign that is not in compliance with this section is in violation of this chapter.

109-1.9 Sign classifications and types. The following sign classifications and types as defined in **section 109-1.6** are permitted in the city as outlined in table 109-1a subject to the following "time, place and manner" restrictions.

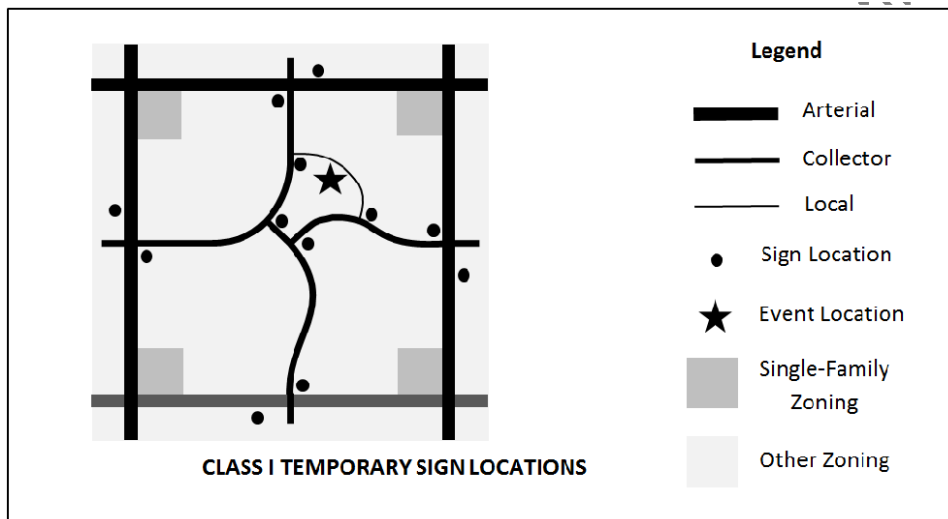
A. Temporary signs. When allowed, temporary signs shall conform to the following requirements:

1. *General requirements.*

- a. Temporary signs shall not be illuminated in any manner except by ambient lighting present on the property.
- b. Temporary signs shall include the name and phone number of the contact person responsible for placing the sign.
- c. No temporary sign may interfere with the free movement of pedestrian or vehicular traffic.
- d. The supporting elements for class III temporary signs and class IV temporary signs may be directly buried or inserted into the soil; however, in no case shall concrete, or other permanent attachments to the ground, or attachment to other permanent structure(s) be utilized.

2. *Class I temporary signs (small A-frame signs).* Class I temporary signs, as defined herein, are allowed subject to the general requirements as stated above plus the following:

- a. Class I temporary signs are only allowed in conjunction with a lawful temporary event being held on land zoned for single-family residential uses.
- b. Class I temporary signs may be placed in the following locations when in association with a lawful temporary event occurring on land zoned for single-family residential uses:
 - (1) One class I temporary sign at the site of the lawful temporary event,
 - (2) One class I temporary sign at each local or collector street intersection leading from the site of the lawful temporary event to the adjacent arterial street grid,
 - (3) Two class I temporary signs at the point where the local or collector street intersects with the arterial street. One sign may be located at the corner of the intersection on the side of the arterial street closest to the lawful temporary event. A second sign may be located on the opposite side of the arterial street, provided said sign is no further than 500 feet from the intersection.

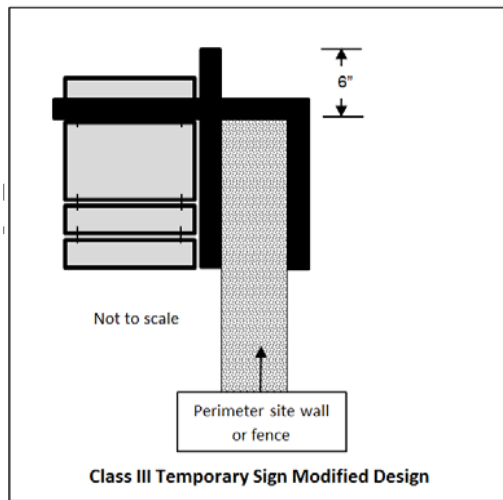


- c. When allowed, class I temporary signs may be located within the street right-of-way, but not within any median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
 - d. There is no limit to the number of sign panels per sign structure provided the defined height, width and sign area limitations are not exceeded.
 - e. The sign may be weighted or ballasted; however, no such sign may be affixed to the ground or to any permanent structure.
 - f. Class I temporary signs may be placed one hour before the start of a lawful temporary event and shall be removed not more than one hour after the end of a lawful temporary event that occurs between the hours of 9:00 a.m. and 6:00 p.m. on Mondays, Tuesdays, Wednesdays, and Thursdays. In addition, class I temporary signs may be placed for any length of time between the hours of 4:00 p.m. Friday and 11:00 p.m. Sunday.
 - g. If the lawful temporary event being served by the class I temporary sign requires a temporary use permit, the locations of the class I temporary signs shall be included with the application materials.
3. *Class II temporary signs (large A-frame signs and pedestal signs).* Class II temporary signs, as defined herein, are allowed subject to the general requirements as stated above plus the following:
 - a. Class II temporary signs are only allowed in conjunction with a lawful commercial use including cottage industries, but not home occupations.
 - b. When a class II temporary sign is being utilized in conjunction with a lawful commercial use, one such sign may be located within 15 feet of the doorway of the customer entrance to the building in which the lawful commercial use is located.

- c. When allowed, Class II temporary signs may be located within the street right-of-way, but not within any median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
- d. There is no limit to the number of sign panels per sign structure provided the defined height, width and sign area limitations are not exceeded.
- e. The sign may be weighted or ballasted; however, no such sign may be affixed to the ground or to any permanent structure.
- f. Class II temporary signs utilized in conjunction with a lawful commercial use may be displayed during the business hours of the business served by the Class II temporary signs.

4. *Class III temporary signs (small post-signs).*

- a. Not more than one class III temporary sign meeting the specific requirements outlined in this section is permitted per lot of record except that if said lot abuts more than one street, one additional class III temporary sign meeting said requirements may be erected along each additional street frontage.
- b. In the event a property is vacant, additional class III temporary signs may be erected on said property provided the spacing between such signs is not less than 600 feet.
- c. Class II temporary signs shall not be located within the street right-of-way, median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
- d. There is no limit to the number of sign panels per sign structure provided the defined height, width and sign area limitations are not exceeded.
- e. In the event that a lot's perimeter site wall or fence is adjacent to or within 20 feet of a street, the class III temporary sign may be modified to allow the sign to be hung from but not attached to the perimeter site wall or fence provided the sign does not exceed the height of the wall or fence by more than six inches and does not interfere with pedestrian movement.



5. *Class IV temporary signs (large post-signs).*
 - a. Not more than one class IV temporary sign meeting the specific requirements outlined in this section is permitted per lot of record except that if said lot abuts more than one street, one additional class IV temporary sign meeting said requirements may be erected along each additional street frontage, except that class IV temporary signs associated with a public hearing shall not be counted towards this total.
 - b. Class IV temporary signs shall not be located within the street right-of-way, median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
 - c. The maximum number of sign panels per sign structure shall not exceed two.
6. *Banner signs and festoons.*
 - a. *General.* The following provisions apply to all banner signs and festoons:
 - (1) Banner signs shall be equipped with ventilation flaps.
 - (2) Banner signs and festoons shall be securely attached to the building or fence, but in no case shall be attached to freestanding poles or vegetation.
 - b. *Residential.* Any number of banner signs, festoons or combination thereof are permitted per dwelling unit, provided the aggregate length does not exceed 20 lineal feet and the aggregate area does not exceed 100 square feet.
 - c. *Non-residential.* Banner signs and festoons are permitted on properties zoned for non-residential use subject to the following:
 - (1) One banner sign may be placed on a building, provided the maximum area of the banner sign shall not exceed one

square foot per linear foot of building elevation, not to exceed 500 square feet.

- (2) For a single-tenant building, the width of the banner sign shall not exceed 80 percent of the width of the building elevation onto which the banner sign is attached. For multi-tenant building, the width of the banner sign shall not exceed 80 percent of the leased tenant frontage.
- (3) Any number of festoons may be placed on a building provided the festoon contains no advertising copy, the aggregate length does not exceed 20 lineal feet, and the aggregate area does not exceed 100 square feet.

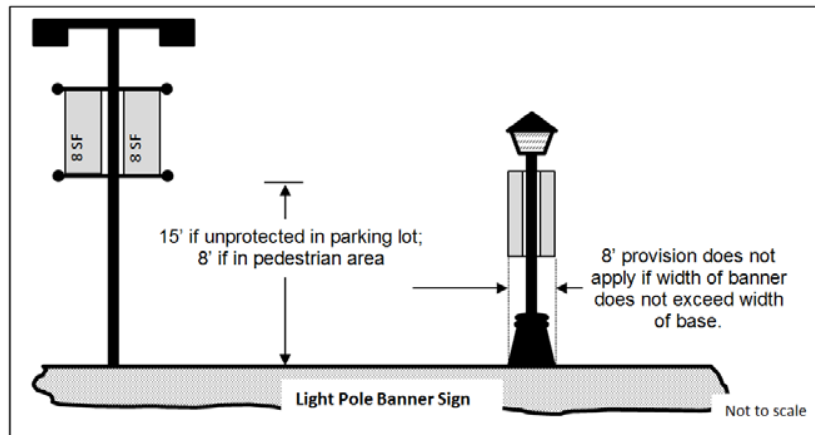
d. *Construction sites and temporary construction yards.* Banner signs are allowed in conjunction with active construction sites and temporary construction yards regardless of zoning, subject to the following:

- (1) One or more banner signs may be affixed to the perimeter fence surrounding a construction site or temporary construction yard, provided said banner signs do not extend above the height of the perimeter fence.
- (2) Individual banner signs shall not exceed ten feet in length. Where multiple banner signs are utilized in lieu of screening material on a fence surrounding a construction site or temporary construction yard, said signs shall be spaced not less than one foot apart unless the banner sign is fabricated of material with not less than 50 percent visual transparency, in which case this provision shall not apply.

7. *Light pole banner signs.*

- a. Light pole banner signs may be attached to light poles when the pole is so equipped to receive such banner, except that in no case shall a light pole banner sign be affixed to a light pole in a public right-of-way without the expressed written permission from the city.
- b. The surface area of a single light pole banner sign shall not exceed eight square feet as measured on a single side.
- c. When two light pole banner signs are affixed to a single light pole, both light pole banner signs shall be consistent with each other with respect to size and shape so as to create uniformity.
- d. When the light pole onto which a light pole banner sign is placed is located within the paved portion of a parking lot, and the light pole base is unprotected from vehicular traffic, the bottom of the light pole banner sign shall be a minimum of 15 feet above the parking surface over which the banner is placed. If the base of the light pole is protected from vehicular traffic, this provision shall not apply.

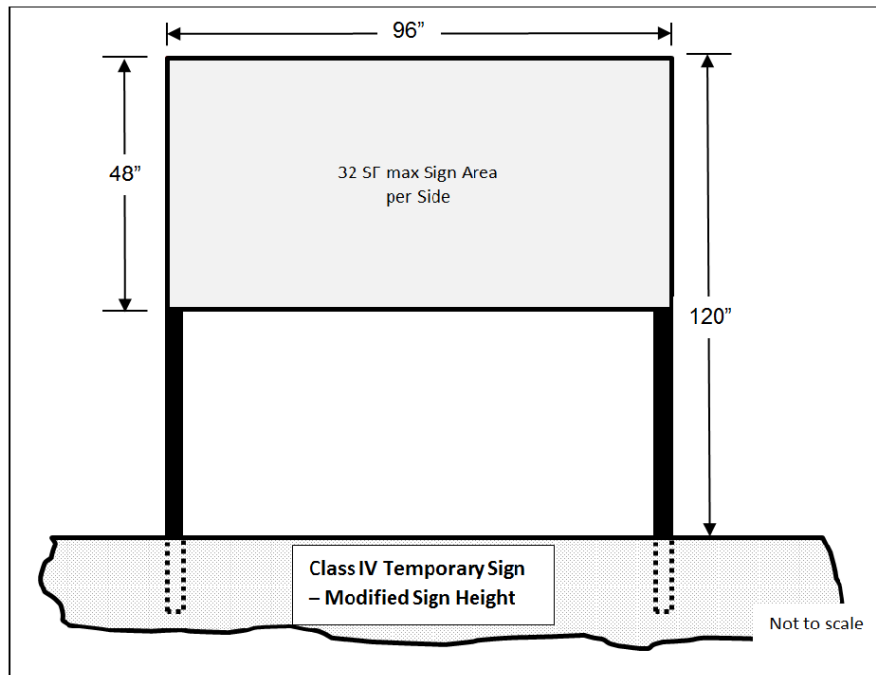
- e. When the light pole is located within a pedestrian area, the bottom of the light pole banner sign shall be a minimum of eight feet above the surface over which the light pole banner sign is placed, unless the light pole banner sign is sufficiently narrow so as to not extend beyond the base of the light pole.
- f. Any horizontal supporting members shall either be removed when not in use or shall be of a hinged design and folded into a vertical position when not in use.
- g. Light pole banner signs shall not be illuminated in any manner except as incidental to the lighting fixture supported by the light pole.
- h. Light pole banner signs shall be equipped with ventilation flaps.



8. *Teardrop banner signs.*

- a. Not more than two teardrop banner signs are permitted in conjunction with a lawful temporary event subject to the specific requirements as outlined herein except that in no case shall a teardrop banner sign be allowed on a vacant property.
- b. Teardrop banner signs may only be erected on the property on which the lawful temporary event is occurring. In no case shall a teardrop banner sign be located within a public or private right-of-way.
- c. No teardrop banner sign shall be located within 15 feet of a pedestrian path, sidewalk, or trail, whether public or private.
- d. No teardrop banner sign shall be located within 15 feet of any vehicular parking surface or driveway.
- e. No teardrop banner sign shall be located within 50 feet of any public or private right-of-way.
- f. The maximum height of the sign structure as measured from the nearest adjacent grade shall not exceed 12 feet with the flag portion of the sign not exceeding 16 square feet.
- g. The teardrop banner sign shall be supported by a pedestal, which may be weighted or ballasted to prevent being overturned, but in no case shall the supporting sign structure be inserted into the ground.

9. *Sign walkers.* Sign walkers are permitted to operate within the city subject to the following restrictions:
 - a. Sign walkers may only operate during daylight hours.
 - b. Sign walkers may only operate on a sidewalk intended for pedestrian travel, but shall at no time block the free and unobstructed movement of pedestrians or vehicles.
 - c. Sign walkers may carry a maximum of two single-sided signs not exceeding three square feet of sign copy each or one double-sided sign not exceeding 12 square feet of aggregate sign copy; however, in no case shall a sign walker carry any form of electronic messaging.
 - d. Sign walkers shall not display a sign in any manner other than by personally holding or wearing said sign.
10. *Model home complex signs.* In addition to other signs that are permitted in association with a single-family residence, a model home complex may employ the following:
 - a. One class III temporary sign meeting the requirements of subsection 9(a)(4) herein for each lot located within the boundaries of an approved model home complex. Such signs shall not be illuminated except by ambient lighting.
 - b. One class IV temporary sign meeting the requirements of subsection 9(a)(5) herein may be located within the boundaries of the approved model home complex; however, if the model home complex is located adjacent to a collector or arterial street, the overall height of the class IV temporary sign allowed under this paragraph may be increased to 120 inches, provided the sign is designed to withstand windloads as required by the building codes in effect at the time the sign is erected. A class IV temporary sign permitted under this paragraph may be externally illuminated as outlined in section 10.



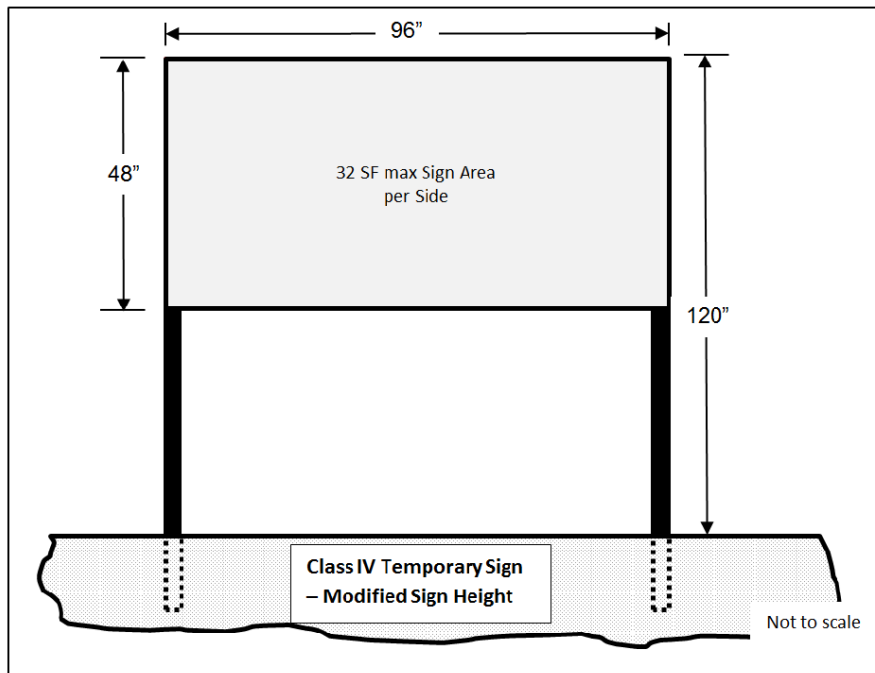
- c. One flagpole not exceeding a height of 45 feet may be erected within the boundaries of the model home complex provided said flagpole is located within the building envelope or within the required front yard of the lot in which it is placed, but not located within any required side or required rear yard. A maximum of two flags may be displayed from said flagpole. The flag and flagpole permitted under this paragraph may be externally illuminated in accordance with **Chapter 107-Article 3** of the Surprise Municipal Code.
- d. Two flagpoles not exceeding a height of 20 feet may be erected for each lot located within the boundaries of the approved model home complex. A maximum of one flag may be displayed from each flagpole. Flagpoles permitted under this section may be erected along the perimeter of the model home complex. Flagpoles permitted under this paragraph shall not be illuminated except by ambient lighting.
- e. Four additional teardrop banner signs meeting the requirements of subsection 9(a)(8) herein for each lot located within the boundaries of an approved model home complex. Except that subsections 9(a)(8)c., 9(a)(8)d. and 9(a)(8)e. shall not apply. Teardrop banner signs permitted under this section shall not be illuminated except by ambient lighting.
- f. One banner sign not exceeding three feet in height and five feet in length may be attached to the trap fence. Said banner sign shall be equipped with ventilation flaps. Banner signs permitted under this paragraph shall not be illuminated except by ambient lighting.
- g. One awning sign or canopy sign provided the awning or canopy is limited to the customer entrance to the sales office associated with the approved model home complex. Awning signs or canopy

signs permitted under this paragraph shall not be illuminated except by ambient lighting.

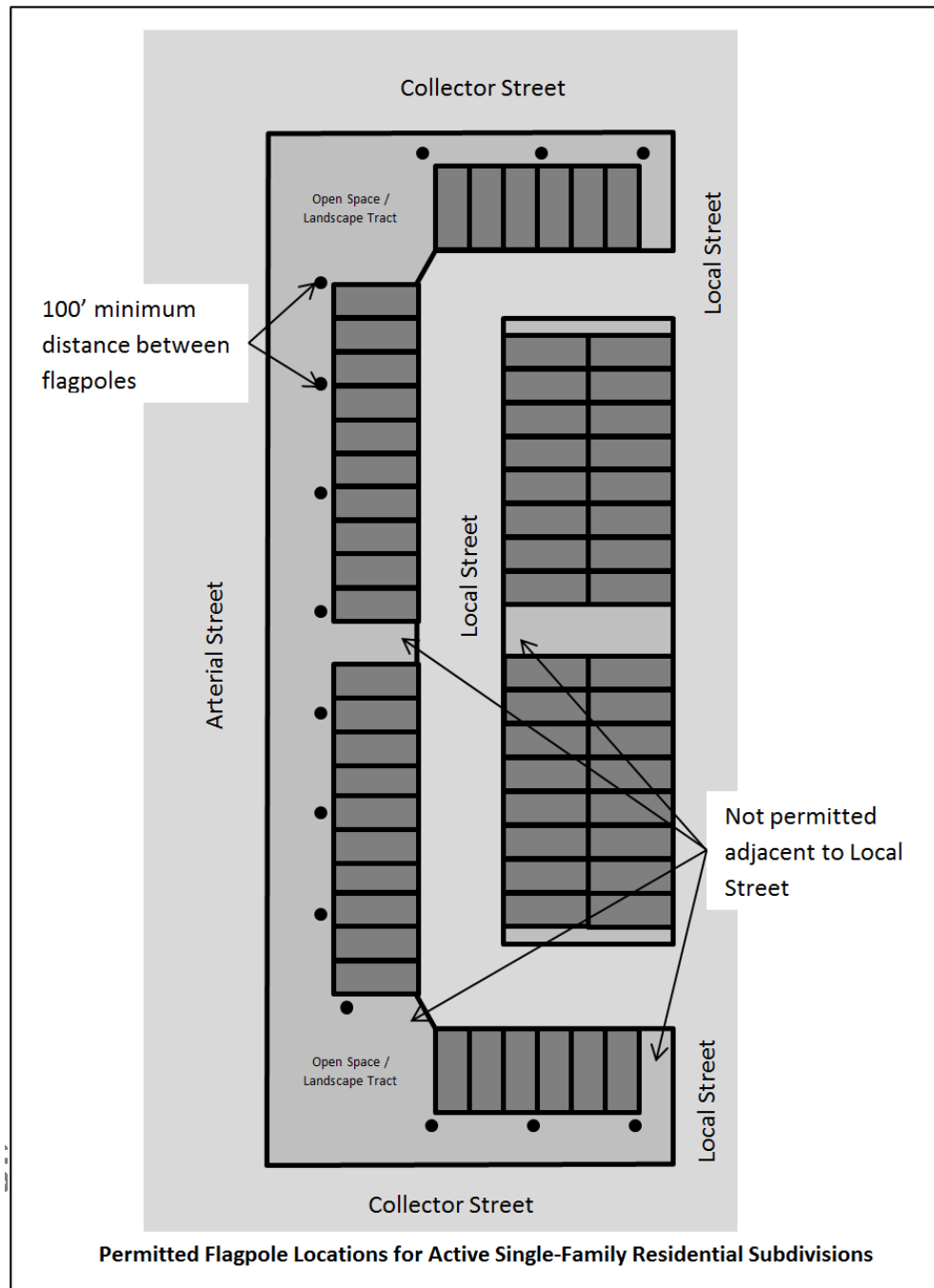
- h. One building wall sign not exceeding four square feet may be affixed to the front elevation of the model home sales office facing the street from which the model home complex takes access. Said sign may be externally illuminated or back-lit in accordance with section 10.
- i. Information regarding model home signs shall be included with the model home complex application packet to be reviewed and approved with the model home complex. In circumstances where model home complexes in existence as of the effective date of this chapter are to be retrofitted for purposes of implementing signage permitted under this section, an amendment to the approved model home complex is required.
- j. All model home signs permitted under this section shall be removed upon the conversion of the model homes to a residential use in accordance with subsection 106-10.29 of the Surprise Municipal Code.

11. *Active single-family residential subdivision signs.* In addition to other signs that may be permitted in association with a model home complex, the following signs are permitted within the boundaries of an active single-family residential subdivision:

- a. One class IV temporary sign meeting the requirements of subsection 9(a)(5) herein may be located within the boundaries of an active single-family residential subdivision, provided such sign is located adjacent to a collector street or arterial street. The overall height of the class IV temporary sign allowed under this paragraph may be increased to 120 inches, provided the sign is designed to withstand windloads as required by the building codes in effect at the time the sign is erected. A class IV temporary sign permitted under this paragraph may be externally illuminated as outlined in section 10.

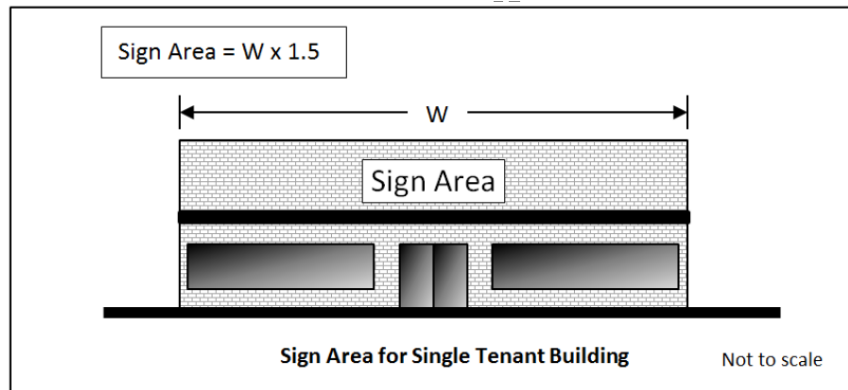


- b. Where an active single-family residential subdivision includes an open space tract or landscape tract located adjacent to a collector street or arterial street, a series of flagpoles not exceeding 20 feet in height may be erected within said tract provided said flagpoles are spaced no closer than 100 feet apart; however, flagpoles permitted under this paragraph may not be located adjacent to any local street regardless of the location of the tract relative to the local street. Further, flagpoles permitted under this paragraph may not be illuminated except by ambient lighting.

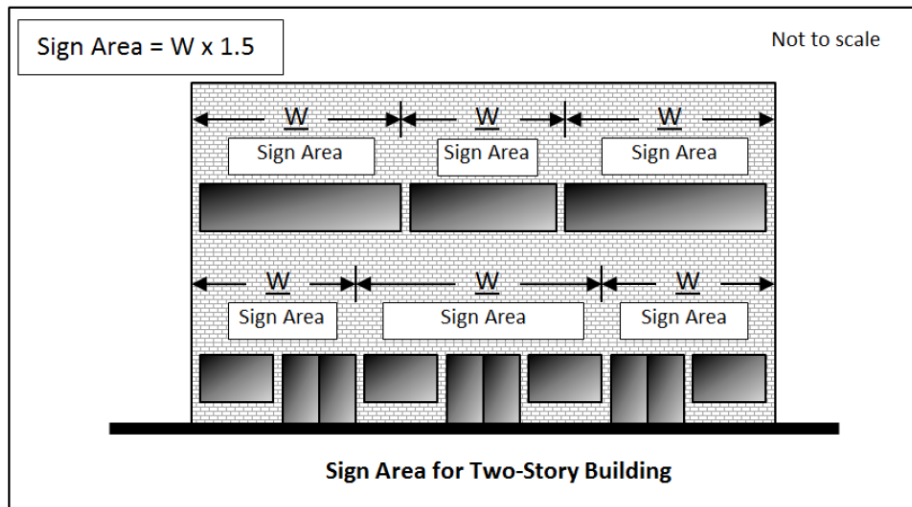


- c. All active single-family residential subdivision signs shall be removed upon the close of escrow of the last lot in the subdivision or upon cessation of use, whichever comes first.
- B. Building-mounted signs.** Building-mounted signs may only be placed on building elevations which face a street or primary parking lot. For purposes of this section, parking areas adjacent to service bays, access drives located behind a building, or alley ways are not considered primary parking areas.
1. **Building wall signs.** In other than residential zoning, building wall signs are permitted on any building elevation of any primary use building, subject to the following:

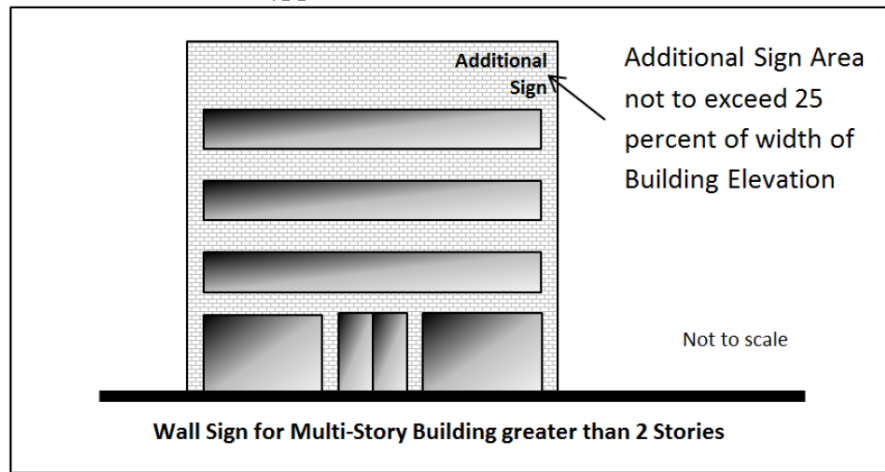
- a. For single story, single-tenant buildings, any number of building wall signs may be affixed to any building elevation, provided the aggregate sign area does not exceed one and one-half square foot per one linear foot of building elevation on which the sign is mounted.



- b. For two-story office buildings or two-story mixed-use buildings, each tenant who possesses leased tenant frontage on the exterior wall of the building may affix any combination of building wall signs provided the aggregate sign area does not exceed one and one-half square foot per one linear foot of that tenant's leased frontage. In the event a tenant does not possess leased tenant frontage located along the exterior of the building, this provision does not apply.



- c. For multi-story buildings greater than two stories one building wall sign, the area of which not exceeding 25 percent of the width of the elevation may be affixed to each building elevation at a location that is nearest the top of the building provided said sign does not extend above the parapet, or in the case of an exposed pitch roof, the drip line of the roof. In no case shall such signs be affixed to an elevator shaft or equipment screening.



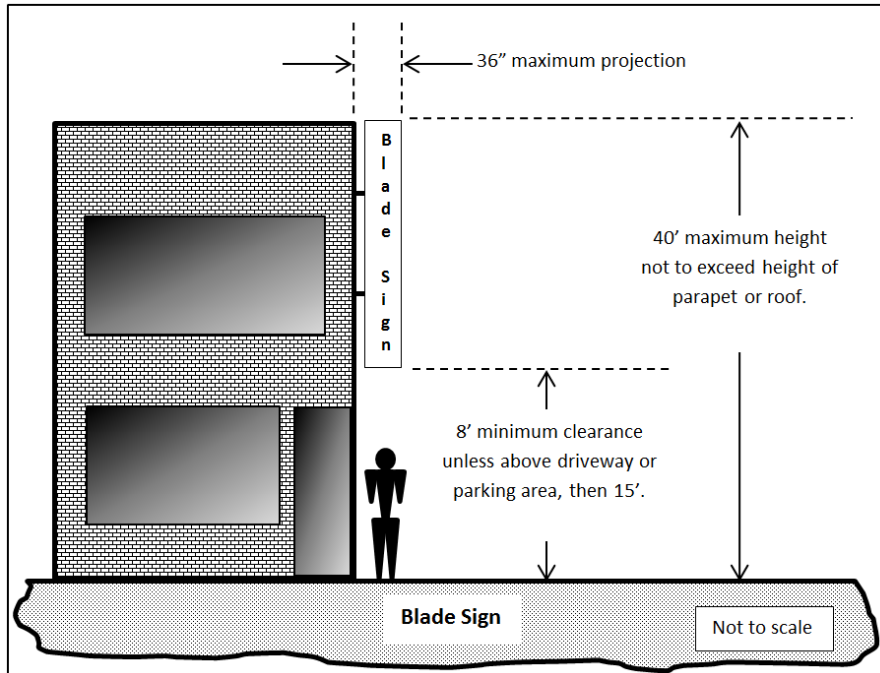
- d. The sign area of any building wall sign serving an arterial street may be increased by 25 percent when the building is setback at least 600 feet from the public right-of-way and may be further increased an additional 25 percent for each additional 200 feet of setback, up to a maximum of 100 percent, provided the increase in sign area does not cause the sign to be in violation with the other provisions of this section.
- e. The maximum width of a building wall sign shall not exceed 80 percent of the leased tenant frontage for a multi-tenant building, or building elevation for a single-tenant building.
- f. Building wall signs shall be installed in a manner that does not obscure architectural features such as, but not limited to, pilasters, arches, windows, cornices, pop-outs, decorative trims, moldings, and frieze.
- g. Building wall signs may be internally illuminated, externally illuminated, or back-lit, but may not include electronic messaging (EMCs). Further, illumination shall be in accordance with the requirements set forth in section 10.

2. *Blade signs.*

- a. One blade sign is permitted per primary use multi-story building located in multi-family, commercial, mixed-use or industrial zoning subject to the specific requirements outlined below.
- b. When a blade sign extends over a pedestrian area a distance of six inches or more, the bottom of the sign shall not be any closer than eight feet above the walking surface over which the sign is placed. When a blade sign extends any distance over a parking lot or vehicular area, the bottom of the sign shall not be any closer than 15 feet above the paving surface over which the sign is placed.
- c. The blade sign shall be mounted such that the top of the sign is not higher than 40 feet above the ground, sidewalk, or pavement surface above which the sign is mounted, except that in no case shall the blade sign extend above the roof of the building onto

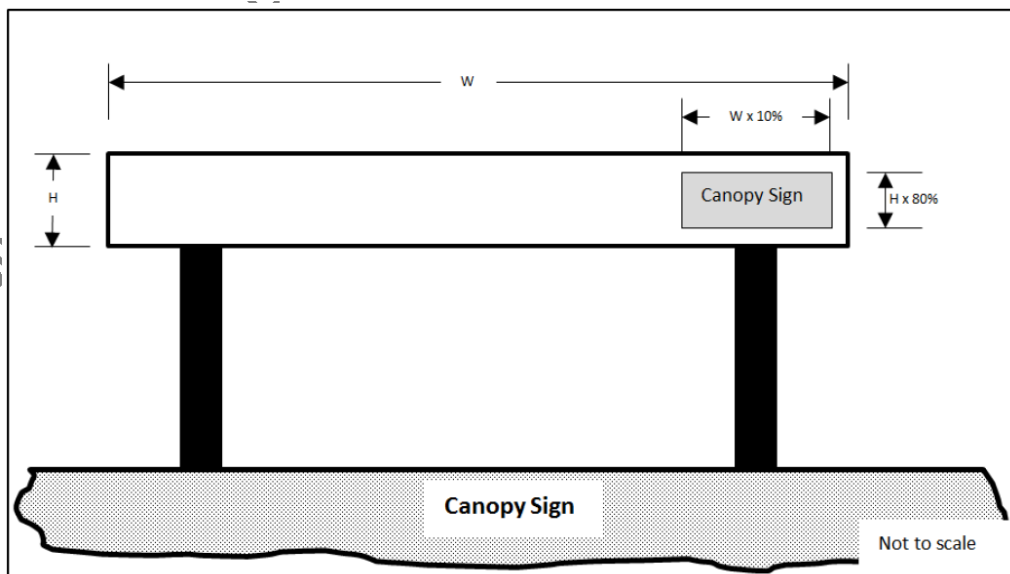
which the sign is mounted, or if mounted adjacent to a parapet, the sign shall not extend above the parapet.

- d. The blade sign shall not project more than 36 inches from the wall onto which the blade sign is mounted.
- e. The blade sign shall not be externally illuminated in any manner except by ambient lighting as may be present on the property; however, blade signs may be internally illuminated in accordance with the requirements set forth in section 10.

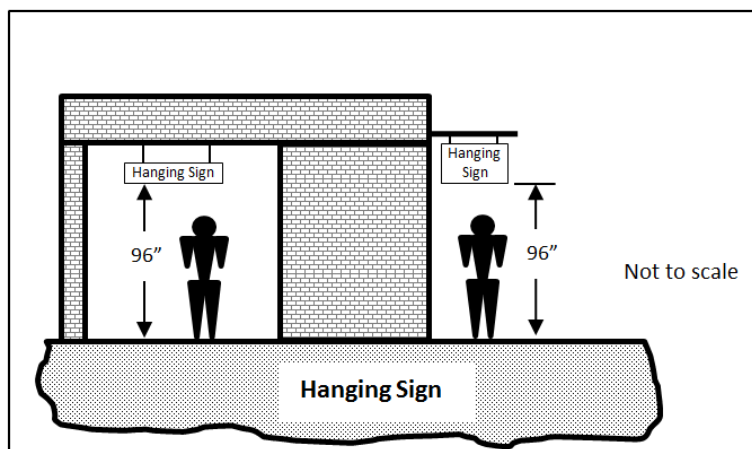


3. *Canopy signs.*

- a. Canopy signs shall not exceed 80 percent of the height of the face of the canopy onto which the canopy sign is mounted.
- b. Canopy signs shall not exceed ten percent of the width of the face of the canopy onto which the canopy sign is mounted.



- c. Canopy signs may be internally illuminated or back-lit in accordance with the requirements set forth in section 9. Level 1 electronic messaging is permitted on a canopy sign, subject to the provisions outlined in section 11.
- 4. *Marquee signs.*
 - a. The marquee sign shall be affixed to the face plane of the marquee and shall not extend above the uppermost or lowermost limits of the marquee.
 - b. The marquee sign shall not exceed 80 percent of the width of the face of the marquee onto which the sign is mounted.
 - c. Marquee signs may be internally illuminated or back-lit in accordance with the requirements set forth in section 9. Level 1 electronic messaging is permitted subject to the provisions outlined in section 11.
- 5. *Awning signs.* In mixed-use, commercial and industrial zoning districts, awnings may be integrated with sign copy, but shall not contribute towards the overall building wall sign area of a particular building.
- 6. *Hanging signs.* In mixed-use, commercial and industrial zoning districts, hanging signs are permitted subject to the following time, place, and manner restrictions:
 - a. Not more than one hanging sign is permitted per customer entrance and shall be mounted above the customer entrance or as close as reasonably practicable.
 - b. The maximum sign area of the hanging sign shall not exceed six square feet.
 - c. Where a hanging sign is erected above a pedestrian pathway, the bottom of the sign shall be not less than 96 inches from the walkable surface above which the hanging sign is placed.
 - d. The hanging sign shall not be externally illuminated in any manner except by ambient lighting present on the property; however, such signs may be internally illuminated in accordance with the requirements set forth in section 10.



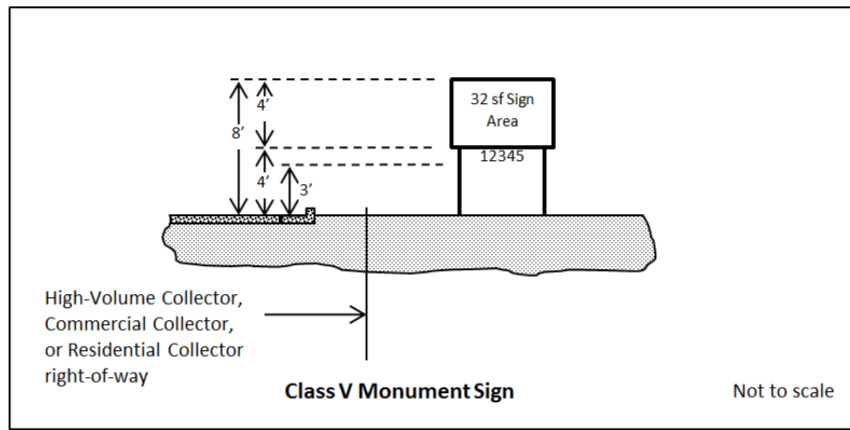
7. *Window signs and sunscreens.*

- a. Window signs are allowed provided the combined sign area for all window signs affixed to a particular window does not exceed 40 percent of the individual window pane. Etched or stained glass, when integral to the window, shall not be included in the sign area calculation.
- b. Sunscreen material may cover 100 percent of the window pane, provided not more than 40 percent of the window pane is covered by any mural or other graphics.
- c. Window signs shall not contribute towards the aggregate building wall sign area of a building.

C *Freestanding ground signs.*

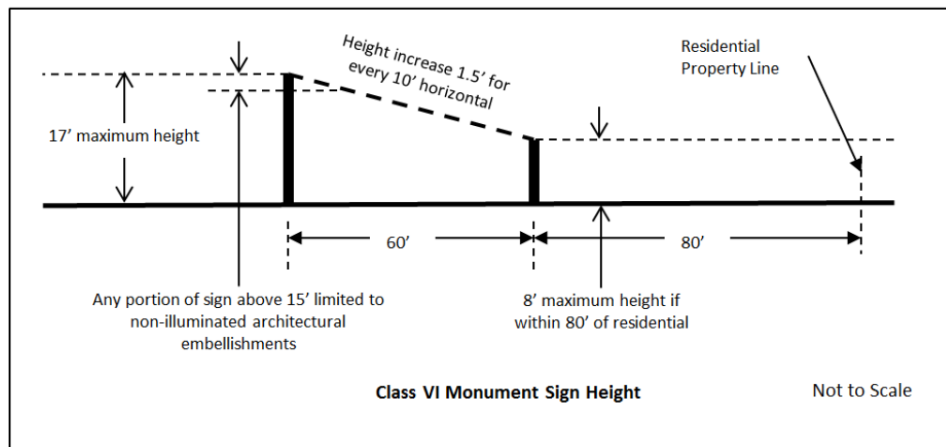
1. *Class I monument signs (menu signs) and class II monument signs (preview signs) for drive-through businesses.* Drive-through businesses may utilize one class I monument sign and one class II monument sign per drive-through lane subject to the following:
 - a. The bottom of the sign copy of a class I monument sign or class II monument sign shall not be less than two feet above the adjacent drive-through lane's paved surface.
 - b. The overall height of the sign structure of a class I monument sign or class II monument sign shall not be more than eight feet above the adjacent drive-through lane's paved surface.
 - c. The sign area for an individual class I monument sign or class II monument sign shall not exceed 50 square feet.
 - d. A class I monument sign shall not be audible from any residential zoning district or residential use, hotel or motel room, or patient room of an overnight medical facility.
 - e. No class I monument sign or class II monument sign may be located within 100 feet of a residential zoning district or use.
 - f. Class I monument signs and class II monument signs may be internally illuminated in accordance with the requirements set forth in section 10.
 - g. Level 2 electronic messaging is permitted, subject to the provisions outlined in section 11.
2. *Class III monument signs (directional signs).* Class III monument signs are permitted along the street frontage in conjunction with a driveway serving any multi-family residential, commercial or industrial development, subject to the following:
 - a. The class III monument sign shall not exceed 30 inches in height as measured from the adjacent pavement surface of the roadway served by the sign;
 - b. The sign area of a class III monument sign shall not exceed six square feet;

- c. The class III monument sign may be internally illuminated, back-lit, or externally illuminated as outlined in section 10 provided the source of external illumination is not visible.
- 3. *Class IV monument signs (directory signs).* Class IV monument signs are permitted within the interior of any multi-family residential, commercial or industrial development, subject to the following:
 - a. The class IV monument sign shall not exceed six feet in height as measured from the adjacent pavement surface of the roadway or sidewalk served by the sign;
 - b. The sign area of a class IV monument sign shall not exceed 12 square feet;
 - c. The class IV monument sign may be internally illuminated, back-lit, or externally illuminated in accordance with the requirements set forth in section 10 provided the source of external illumination is not visible.
- 4. *Class V monument signs (minor monument signs).*
 - a. Class V monument signs are permitted in conjunction with non-residential uses in a residential zone, not including cottage industries or home occupations; or in multi-family uses in multi-family zoning; or in non-residential uses in a non-residential zone.
 - b. One class V monument sign meeting the requirements outlined below is permitted for every 150 feet of collector or arterial street frontage or portion thereof, regardless of the presence or location of driveway, provided sight distance requirements are met. The minimum spacing between individual class V monument signs, or between a class V monument sign and a class VI monument signs, located on the same property shall be not less than 150 feet measured radially.
 - c. When allowed, the height of the class V monument sign shall not exceed eight feet as measured from the edge of pavement of the street being served by the sign, nor shall the maximum sign area exceed 32 square feet. The bottom edge of the sign copy shall be no lower than four feet above the adjacent edge of pavement of the street being served by the sign. The height of the sign structure may extend an additional two feet above the face if the sign provided said extension is limited to non-illuminated architectural embellishments and contains no sign copy.



- d. The base of a class V monument sign shall be fitted with the address of the property or properties in a manner that is consistent with section 13.
 - e. A class V monument sign shall be located within a landscape area not less than 80 square feet.
 - f. Class V monument signs shall be setback not less than two feet from the right-of-way line except that in the event a public utility easement is present, in which case the sign shall be setback not less than two feet from the easement.
 - g. Class V monument signs may be internally illuminated, back-lit or externally illuminated in accordance with the requirements set forth in section 10.
 - h. Level 1 electronic messaging and level 2 electronic messaging are permitted on a monument sign, subject to the provisions outlined in section 11.
5. *Class VI monument signs (major monument signs).*
- a. Class VI monument signs are permitted in conjunction with non-residential uses in a non-residential zone or that portion of a planned area development where the land use plan of the PAD specifically calls out non-residential uses.
 - b. Class VI monument signs shall only be located adjacent to a parkway, major arterial street, minor arterial street, or along grand avenue. When allowed, one class VI monument sign meeting the requirements outlined below is permitted for every 150 feet of said roadway or portion thereof, regardless of the presence or location of driveway, provided sight distance requirements are met. The minimum spacing between individual class VI monument signs located on the same property shall be not less than 150 feet measured radially. The minimum spacing between class V monument signs and class VI monument signs located on the same property shall not be less than 150 feet measured radially. Properties with less than 150 feet of parkway, major arterial street, minor arterial street, or grand avenue frontage shall not be permitted any class VI monument sign.

- c. No class VI monument sign may be located within 80 feet of a property having single-family residential zoning. The height of a class VI monument sign located 80 feet or more from a property having single-family zoning shall not exceed eight feet at 80 feet distant; however, the height of a class VI monument sign may increase one and one-half foot for every additional ten feet of horizontal distance the sign is located away from a property having single-family residential zoning up to a maximum height of 17 feet, provided however that any height in excess of 15 feet shall be limited to architectural embellishments.

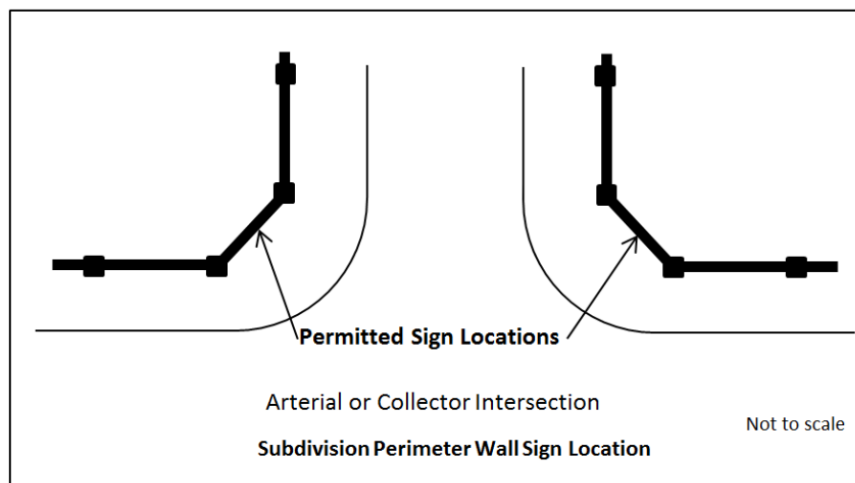


- d. The sign area of a class VI monument sign shall be limited to 36 square feet, but may increase 12 square feet for every one foot increase in the overall height of the sign up to a maximum sign area of 120 square feet.
- e. The base of a class VI monument sign shall be fitted with the address of the property or properties in a manner that is consistent with section 13.
- f. A class VI monument sign shall be located within a landscape area not less than the maximum sign area allowed for that sign.
- g. Class VI monument signs shall be setback not less than two feet from the right-of-way line. Further, in the event a public utility easement is present, the sign shall be setback not less than two feet from the easement, unless the property owner signs a waiver acknowledging the prior rights of the utility companies to occupy said easement.
- h. Class VI monument signs may be internally illuminated, back-lit or externally illuminated in accordance with the requirements set forth in section 10.
- i. Level 1 electronic messaging and level 2 electronic messaging are permitted on a class VI monument sign, subject to the provisions outlined in section 11.
6. *Roadway arch signs.* Roadway arch signs may be erected within any commercial or industrial development subject to the following:

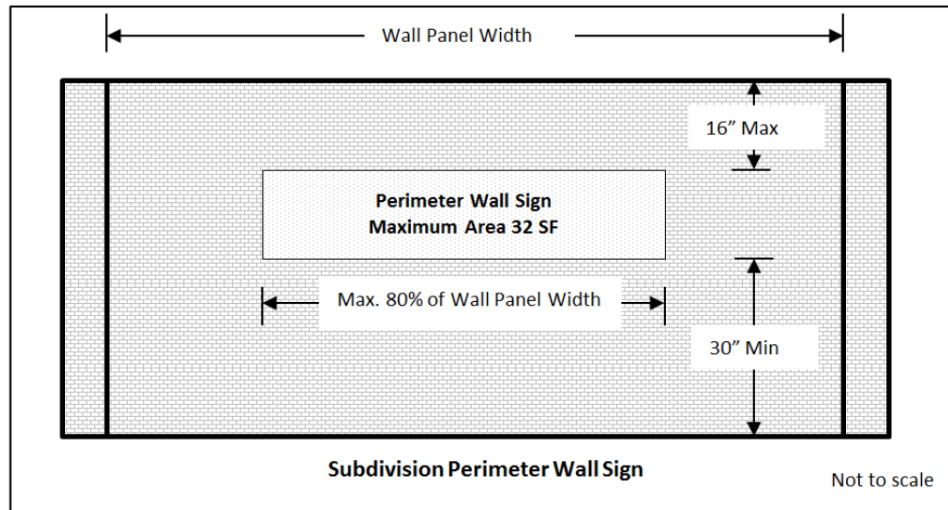
- a. Roadway arch signs shall maintain a vehicular clearance of not less than 18 feet;
- b. Roadway arch signs shall not interfere with pedestrian or vehicular movement;
- c. Roadway arch signs may be internally illuminated, or back-lit in accordance with the requirements set forth in section 10 except that if the roadway arch sign is located within 100 feet of any residential zoning district or use, the roadway arch sign shall not be illuminated.

7. *Subdivision perimeter wall signs.*

- a. Where a subdivision perimeter wall is located adjacent to a street corner that intersects a collector or arterial street, one subdivision perimeter wall sign may be affixed to the wall panel of the subdivision perimeter wall most closely oriented to the intersection, subject to the specific requirements outlined below.



- b. The maximum sign area shall not exceed 32 square feet.
- c. The width of the sign shall not exceed 80 percent of the width of the perimeter wall panel into which the sign is mounted.
- d. The bottom of the sign shall be no lower than 30 inches from the adjacent grade.
- e. The top of the sign shall be no higher than 16 inches from the top of the wall panel onto which the sign is mounted.
- f. The sign may be back-lit or externally illuminated provided the source of illumination is not visible from the street or from the adjacent residential property and is otherwise in accordance with the requirements set forth in section 10.



8. *Freeway monument signs.* Freeway monument signs may be permitted as outlined in this section:

a. *State Route 303 Corridor.* Freeway monument signs may be located within the following portions of the State Route 303 Corridor, subject to prior approval of a conditional use permit to be processed as a Type 3 application in accordance with Chapter 102 of this Ordinance:

(1) *State Route 303 and U.S. 60.* An area of land generally located at the intersection of State Route 303 and U.S. 60, being situated in the south half of Section 18 and the north half of Section 19, Township 4 North, Range 2 West and the south half of Section 36, Township 4 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, described as follows:

BEGINNING at a point located at longitude 112°24'13" west by latitude 33°40'49" north, thence southwesterly along a line bearing N43°00'58"E a distance of 1,320 feet to the beginning of a non-tangent curve the center of which is said longitude and latitude; thence clockwise along the arc of said curve a distance of approximately 2,070 feet, thence departing said arc southeasterly along a line bearing N46°13'20"W a distance of 1,320 feet to the POINT OF BEGINNING

(2) *State Route 303 and Bell Road.* An area of land generally located at the intersection of State Route 303 and Bell Road, being situated in the north half of Section 1, Township 3 North, Range 2 West and the south half of Section 36, Township 4 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, described as follows:

BEGINNING at the north quarter corner of said Section 1, thence easterly along the north line of the northeast quarter of said Section 01 a distance of 850 feet to the beginning of a non-tangent curve the center of which is said north quarter corner; thence clockwise along the arc of said curve a distance of approximately 4,000 feet to a point on the east line of the southwest quarter of said Section 36, thence departing said curve, southerly along said east line a distance of 850 feet to the POINT OF BEGINNING

- (3) *State Route 303 and Greenway Road.* An area of land generally located at the intersection of State Route 303 and Greenway Road, being situated in the southeast quarter of Section 1, Township 3 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, described as follows:

BEGINNING at the south quarter corner of said Section 01, thence northerly along the west line of said southeast quarter a distance of 450 feet to the beginning of a non-tangent curve the center of which is said south quarter corner; thence clockwise along the arc of said curve a distance of approximately 700 feet to a point on the south line of said southeast quarter; thence departing said curve, westerly along said south line a distance of 450 feet to the POINT OF BEGINNING

- (4) *State Route 303 and Cactus Road.* An area of land generally located at the intersection of State Route 303 and Cactus Road, being situated in the northeast quarter of Section 24, Township 3 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona described as follows:

BEGINNING at the north quarter corner of said Section 24; thence easterly along the north line of said northeast quarter a distance of 850 feet to the beginning of a non-tangent curve the center of which is said north quarter corner; thence clockwise along the arc of said curve approximately 1,340 feet to a point on the west line of said northeast quarter; thence departing said curve, northerly along said west line a distance of 850 feet to the POINT OF BEGINNING

- (5) All freeway monument signs located within the aforementioned locations are subject to the provisions in subsections 9(c)(9)b.—e.

- b. *Additional locational requirements.* The following additional locational requirements apply for all freeway monument signs regardless of where in the corridor it is located:

- (1) Freeway monument signs may only be approved on lands zoned for commercial or industrial uses.
- (2) No freeway monument sign shall be located within 300 feet of a property zoned for residential uses, or any open space tract that is associated with a residential development.
- (3) Freeway monument signs shall not be located closer than 20 feet from the adjacent right-of-way.
- (4) Spacing between freeway monument signs shall be not less than 750 feet, unless separated by a freeway or arterial right-of-way.
- (5) Freeway monument signs shall not be allowed within a natural or manmade watercourse.

c. *Dimensional requirements.* The following dimensional requirements apply for all freeway monument signs regardless of the corridor in which it is located:

- (1) The overall height of a freeway monument sign shall not exceed 65 feet as measured from the finished grade of the site where the freeway monument sign is located to the highest point of the sign structure.
- (2) Freeway monument signs shall be allowed an extra three feet in height for architectural embellishments.
- (3) The sign area of a freeway monument sign shall not exceed 650 square feet.

d. *Design requirements.* The following design requirements apply for all freeway monument signs regardless of the corridor in which it is located:

- (1) Freeway monument signs may incorporate level 2 electronic messaging centers as outlined section 11 herein, except that electronic messaging centers used in freeway monument sign applications may occupy up to 50 percent of the allowable sign area of the sign, exclusive of architectural embellishments as required herein, and provided such electronic messaging centers are turned off between 11:00 p.m. and dawn.
- (2) Freeway monument signs shall incorporate architectural features of the commercial development on which the sign is located; however, such embellishments shall not include any sign copy.
- (3) Freeway monument signs shall require a landscaped area equal to four square feet of landscaping for each square foot of sign area and shall be located around the base of the sign; freeway monument signs may be illuminated by externally-illuminated indirect or internal lighting.

- e. Any conditional use permit approval is hereby conditioned upon the applicant obtaining a valid construction permit for the freeway monument sign approved under said conditional use permit. The applicant shall obtain certificate of completion from the city within six months of approval of the conditional use permit by the City Council. Failure to obtain a certificate of completion within the designated time allotment shall render the conditional use permit null and void; however, the city manager or designee may grant a one-time extension for a period not to exceed six months when in the opinion of the city manager or designee the circumstances warrant such.

9. *Billboard Signs:* Billboard Signs may be permitted as outlined in this Section:

- a. *State Route 303 Corridor:* Billboard Signs may be located within that portion of the State Route 303 Corridor between a specific point located at Latitude 33°41'49" N by Longitude 112°21'35" W and extending in a westerly direction along the northern right-of-way line of State Route 303 from the southeast corner of Section 9 of the Gila and Salt River Base and Meridian and extending in a westerly direction a distance of approximately 3,960' along the south line of Section 9 located at Latitude 33°41'49" N by Longitude 112°21'35" W and to the specific point of Latitude 33°41' 47" N by Longitude 112°22' 22" W, subject to prior approval of a Conditional Use Permit in accordance with Chapter 102-6.3 of the Surprise Land Development Ordinance. All billboard signs located within the aforementioned corridor are subject to the provisions in Paragraph 109-1.9.C.9:

- (1) Billboard signs located within the State Route 303 corridor as defined above shall serve eastbound and/or westbound traffic but shall only be located north of the freeway right-of-way. Further, where a billboard sign is located within the State Route 303 Corridor, at least one (1) sign face shall consist of an Electronic Messaging Center.
- (2) The overall height of a billboard sign within the State Route 303 Corridor shall not exceed forty-five (45) feet as measured from the adjacent roadway to the top of the sign structure, exclusive of architectural embellishments as permitted in this Section.
- (3) The overall dimensions of the sign panel associated with a billboard sign within the State Route 303 Corridor shall not exceed forty-eight (48) feet in width and fourteen (14) feet in height for a total sign area not to exceed 672 square feet, exclusive of architectural embellishments as permitted in this Section.

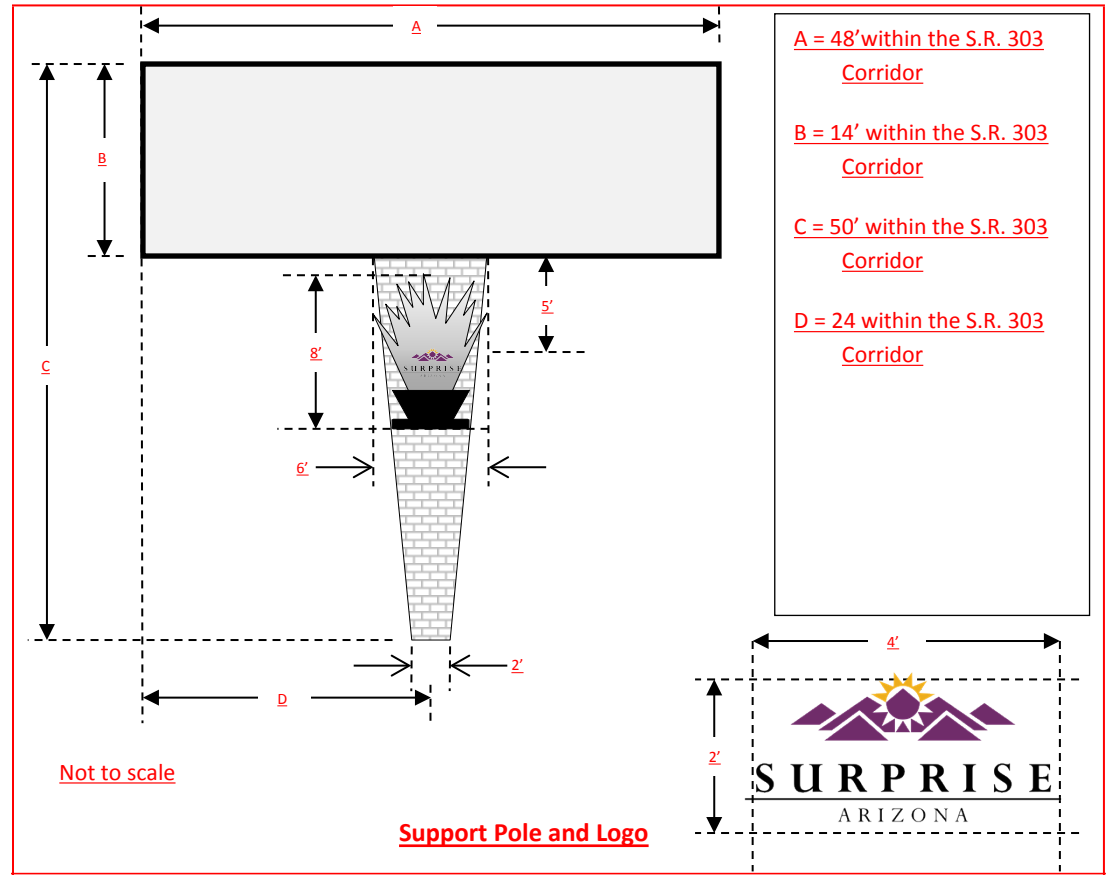
b. Additional Locational Requirements: The following additional locational requirements apply for all billboard signs:

- (1) Billboard signs may only be approved within a Planned Area Development (PAD), that portion of the PAD in which the approved land use plan specifically calls out commercial, industrial or employment uses and in Commercial or Industrial zoning districts, and only within the specified Corridor.
- (2) Billboard signs shall not be located closer than twenty (20) feet from the State Route 303 right-of-way line and not further than 200 feet from said right-of-way line.
- (3) No billboard sign shall be approved within 660 feet of any Freeway Monument Sign existing at the time of Conditional Use Permit application for the billboard sign in question.
- (4) No billboard sign shall be approved within 1760' of any billboard sign approved or existing at the time of Conditional Use Permit application for the billboard sign in question.

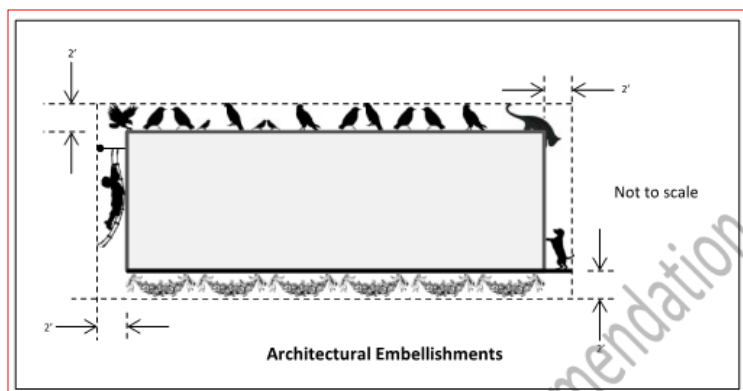
c. Design Requirements: The following design requirements apply for all billboard signs:

- (1) Billboard Signs may incorporate Level 2 Electronic Messaging Centers as outlined Chapter 109-1.11.6 herein, except that Electronic Messaging Centers used in billboard applications may occupy up to 100% of the allowable sign area of the billboard, exclusive of architectural embellishments as may be permitted or required herein and provided such Electronic Messaging Centers are turned off between 11:00 PM and dawn.
- (2) Billboard Signs shall be supported by a single pole or column, which shall be dimensionally centered beneath the sign panel and shall incorporate a pole cover comprised of stone, brick or other architecturally compatible material that conceals the structural component of the pole or column. Unless an alternative design is approved by the Planning and Zoning Commission, the pole cover shall be of a trapezoidal shape, with a base width equal to one-third (1/3) the width of the top of the pole cover.
- (3) Unless an alternative design is approved by the Planning and Zoning Commission, the supporting pole or column shall also include additional architectural embellishments

that incorporate the official Primary City of Surprise Logo superimposed onto a stylized agave image. The logo shall be approximately two (2) feet tall by four (4) feet wide. The stylized agave image shall be eight (8) feet high by six (6) feet wide. The vertical center of the arrangement shall be five (5) feet below the lower edge of the sign panel.



- (4) Artistic or architectural embellishments up to thirty (30) square feet may be attached to the perimeter of the sign panel, provided said embellishments do not extend more than two (2) feet in any direction beyond the face of the sign and do not otherwise obstruct the architectural embellishments as may be required under Paragraph 109-1.9.C.9.c above.



- d. Any Conditional Use Permit approval is hereby conditioned upon the applicant obtaining a valid construction permit for the billboard sign approved under said Conditional Use Permit. The applicant shall obtain Certificate of Completion from the City of Surprise within six (6) months of approval of the Conditional Use Permit by the Planning and Zoning Commission. Failure to obtain a Certificate of Completion within the designated time allotment shall render the Conditional Use Permit null and void; however, the City Manager or designee may grant a one-time extension for a period not to exceed six (6) months when in the opinion of the City Manager or designee the circumstances warrant such.

109-1.9 Sign classifications and types. The following sign classifications and types as defined in **section 109-1.6** are permitted in the city as outlined in table 109-1a subject to the following "time, place and manner" restrictions.

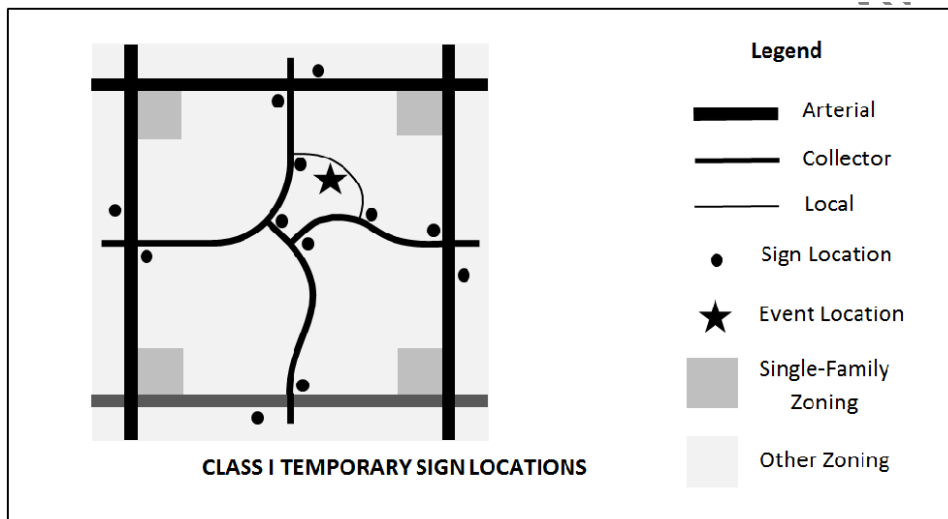
A. Temporary signs. When allowed, temporary signs shall conform to the following requirements:

1. *General requirements.*

- a. Temporary signs shall not be illuminated in any manner except by ambient lighting present on the property.
- b. Temporary signs shall include the name and phone number of the contact person responsible for placing the sign.
- c. No temporary sign may interfere with the free movement of pedestrian or vehicular traffic.
- d. The supporting elements for class III temporary signs and class IV temporary signs may be directly buried or inserted into the soil; however, in no case shall concrete, or other permanent attachments to the ground, or attachment to other permanent structure(s) be utilized.

2. *Class I temporary signs (small A-frame signs).* Class I temporary signs, as defined herein, are allowed subject to the general requirements as stated above plus the following:

- a. Class I temporary signs are only allowed in conjunction with a lawful temporary event being held on land zoned for single-family residential uses.
- b. Class I temporary signs may be placed in the following locations when in association with a lawful temporary event occurring on land zoned for single-family residential uses:
 - (1) One class I temporary sign at the site of the lawful temporary event,
 - (2) One class I temporary sign at each local or collector street intersection leading from the site of the lawful temporary event to the adjacent arterial street grid,
 - (3) Two class I temporary signs at the point where the local or collector street intersects with the arterial street. One sign may be located at the corner of the intersection on the side of the arterial street closest to the lawful temporary event. A second sign may be located on the opposite side of the arterial street, provided said sign is no further than 500 feet from the intersection.

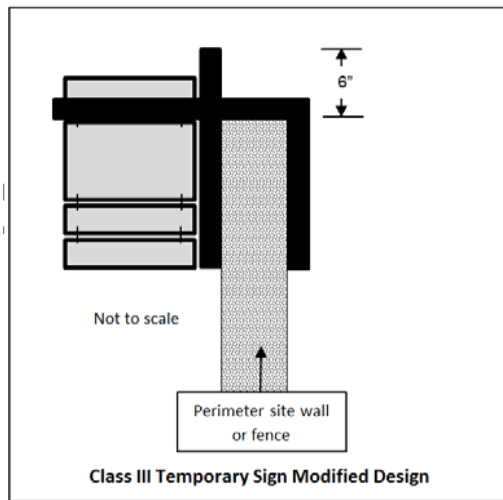


- c. When allowed, class I temporary signs may be located within the street right-of-way, but not within any median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
 - d. There is no limit to the number of sign panels per sign structure provided the defined height, width and sign area limitations are not exceeded.
 - e. The sign may be weighted or ballasted; however, no such sign may be affixed to the ground or to any permanent structure.
 - f. Class I temporary signs may be placed one hour before the start of a lawful temporary event and shall be removed not more than one hour after the end of a lawful temporary event that occurs between the hours of 9:00 a.m. and 6:00 p.m. on Mondays, Tuesdays, Wednesdays, and Thursdays. In addition, class I temporary signs may be placed for any length of time between the hours of 4:00 p.m. Friday and 11:00 p.m. Sunday.
 - g. If the lawful temporary event being served by the class I temporary sign requires a temporary use permit, the locations of the class I temporary signs shall be included with the application materials.
3. *Class II temporary signs (large A-frame signs and pedestal signs).* Class II temporary signs, as defined herein, are allowed subject to the general requirements as stated above plus the following:
 - a. Class II temporary signs are only allowed in conjunction with a lawful commercial use including cottage industries, but not home occupations.
 - b. When a class II temporary sign is being utilized in conjunction with a lawful commercial use, one such sign may be located within 15 feet of the doorway of the customer entrance to the building in which the lawful commercial use is located.

- c. When allowed, Class II temporary signs may be located within the street right-of-way, but not within any median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
- d. There is no limit to the number of sign panels per sign structure provided the defined height, width and sign area limitations are not exceeded.
- e. The sign may be weighted or ballasted; however, no such sign may be affixed to the ground or to any permanent structure.
- f. Class II temporary signs utilized in conjunction with a lawful commercial use may be displayed during the business hours of the business served by the Class II temporary signs.

4. *Class III temporary signs (small post-signs).*

- a. Not more than one class III temporary sign meeting the specific requirements outlined in this section is permitted per lot of record except that if said lot abuts more than one street, one additional class III temporary sign meeting said requirements may be erected along each additional street frontage.
- b. In the event a property is vacant, additional class III temporary signs may be erected on said property provided the spacing between such signs is not less than 600 feet.
- c. Class II temporary signs shall not be located within the street right-of-way, median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
- d. There is no limit to the number of sign panels per sign structure provided the defined height, width and sign area limitations are not exceeded.
- e. In the event that a lot's perimeter site wall or fence is adjacent to or within 20 feet of a street, the class III temporary sign may be modified to allow the sign to be hung from but not attached to the perimeter site wall or fence provided the sign does not exceed the height of the wall or fence by more than six inches and does not interfere with pedestrian movement.



5. *Class IV temporary signs (large post-signs).*
 - a. Not more than one class IV temporary sign meeting the specific requirements outlined in this section is permitted per lot of record except that if said lot abuts more than one street, one additional class IV temporary sign meeting said requirements may be erected along each additional street frontage, except that class IV temporary signs associated with a public hearing shall not be counted towards this total.
 - b. Class IV temporary signs shall not be located within the street right-of-way, median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle as outlined in standard details 4-01 and 4-02 of the Surprise engineering development standards.
 - c. The maximum number of sign panels per sign structure shall not exceed two.
6. *Banner signs and festoons.*
 - a. *General.* The following provisions apply to all banner signs and festoons:
 - (1) Banner signs shall be equipped with ventilation flaps.
 - (2) Banner signs and festoons shall be securely attached to the building or fence, but in no case shall be attached to freestanding poles or vegetation.
 - b. *Residential.* Any number of banner signs, festoons or combination thereof are permitted per dwelling unit, provided the aggregate length does not exceed 20 lineal feet and the aggregate area does not exceed 100 square feet.
 - c. *Non-residential.* Banner signs and festoons are permitted on properties zoned for non-residential use subject to the following:
 - (1) One banner sign may be placed on a building, provided the maximum area of the banner sign shall not exceed one

square foot per linear foot of building elevation, not to exceed 500 square feet.

- (2) For a single-tenant building, the width of the banner sign shall not exceed 80 percent of the width of the building elevation onto which the banner sign is attached. For multi-tenant building, the width of the banner sign shall not exceed 80 percent of the leased tenant frontage.
- (3) Any number of festoons may be placed on a building provided the festoon contains no advertising copy, the aggregate length does not exceed 20 lineal feet, and the aggregate area does not exceed 100 square feet.

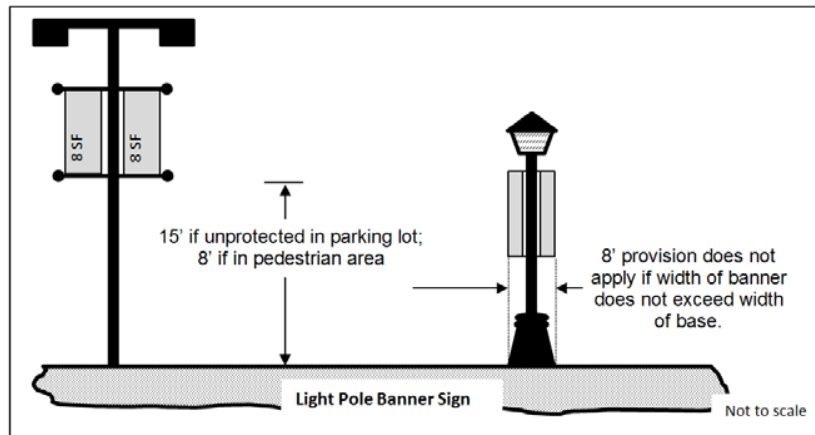
d. *Construction sites and temporary construction yards.* Banner signs are allowed in conjunction with active construction sites and temporary construction yards regardless of zoning, subject to the following:

- (1) One or more banner signs may be affixed to the perimeter fence surrounding a construction site or temporary construction yard, provided said banner signs do not extend above the height of the perimeter fence.
- (2) Individual banner signs shall not exceed ten feet in length. Where multiple banner signs are utilized in lieu of screening material on a fence surrounding a construction site or temporary construction yard, said signs shall be spaced not less than one foot apart unless the banner sign is fabricated of material with not less than 50 percent visual transparency, in which case this provision shall not apply.

7. *Light pole banner signs.*

- a. Light pole banner signs may be attached to light poles when the pole is so equipped to receive such banner, except that in no case shall a light pole banner sign be affixed to a light pole in a public right-of-way without the expressed written permission from the city.
- b. The surface area of a single light pole banner sign shall not exceed eight square feet as measured on a single side.
- c. When two light pole banner signs are affixed to a single light pole, both light pole banner signs shall be consistent with each other with respect to size and shape so as to create uniformity.
- d. When the light pole onto which a light pole banner sign is placed is located within the paved portion of a parking lot, and the light pole base is unprotected from vehicular traffic, the bottom of the light pole banner sign shall be a minimum of 15 feet above the parking surface over which the banner is placed. If the base of the light pole is protected from vehicular traffic, this provision shall not apply.

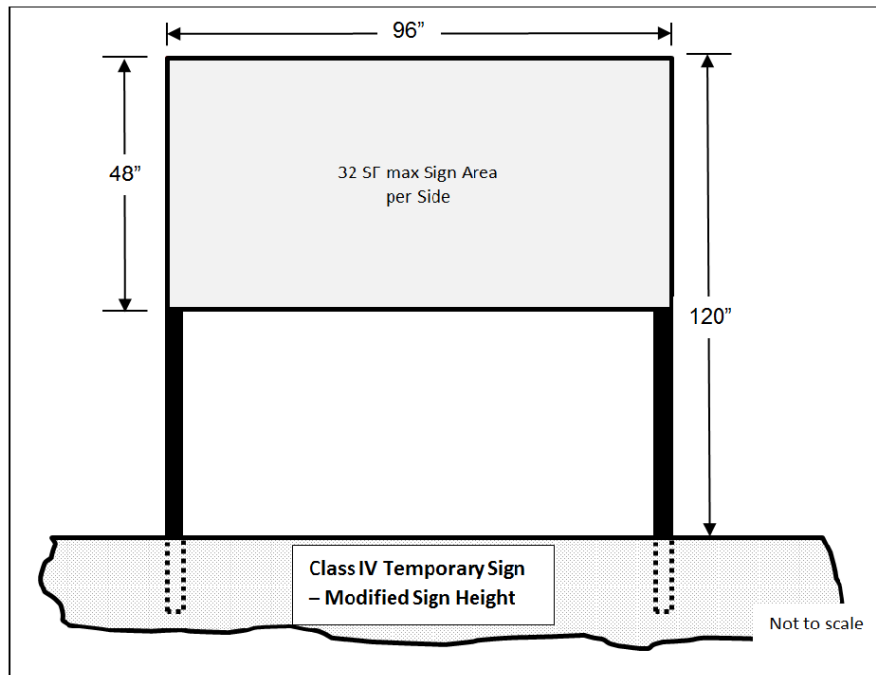
- e. When the light pole is located within a pedestrian area, the bottom of the light pole banner sign shall be a minimum of eight feet above the surface over which the light pole banner sign is placed, unless the light pole banner sign is sufficiently narrow so as to not extend beyond the base of the light pole.
- f. Any horizontal supporting members shall either be removed when not in use or shall be of a hinged design and folded into a vertical position when not in use.
- g. Light pole banner signs shall not be illuminated in any manner except as incidental to the lighting fixture supported by the light pole.
- h. Light pole banner signs shall be equipped with ventilation flaps.



8. *Teardrop banner signs.*

- a. Not more than two teardrop banner signs are permitted in conjunction with a lawful temporary event subject to the specific requirements as outlined herein except that in no case shall a teardrop banner sign be allowed on a vacant property.
- b. Teardrop banner signs may only be erected on the property on which the lawful temporary event is occurring. In no case shall a teardrop banner sign be located within a public or private right-of-way.
- c. No teardrop banner sign shall be located within 15 feet of a pedestrian path, sidewalk, or trail, whether public or private.
- d. No teardrop banner sign shall be located within 15 feet of any vehicular parking surface or driveway.
- e. No teardrop banner sign shall be located within 50 feet of any public or private right-of-way.
- f. The maximum height of the sign structure as measured from the nearest adjacent grade shall not exceed 12 feet with the flag portion of the sign not exceeding 16 square feet.
- g. The teardrop banner sign shall be supported by a pedestal, which may be weighted or ballasted to prevent being overturned, but in no case shall the supporting sign structure be inserted into the ground.

9. *Sign walkers.* Sign walkers are permitted to operate within the city subject to the following restrictions:
 - a. Sign walkers may only operate during daylight hours.
 - b. Sign walkers may only operate on a sidewalk intended for pedestrian travel, but shall at no time block the free and unobstructed movement of pedestrians or vehicles.
 - c. Sign walkers may carry a maximum of two single-sided signs not exceeding three square feet of sign copy each or one double-sided sign not exceeding 12 square feet of aggregate sign copy; however, in no case shall a sign walker carry any form of electronic messaging.
 - d. Sign walkers shall not display a sign in any manner other than by personally holding or wearing said sign.
10. *Model home complex signs.* In addition to other signs that are permitted in association with a single-family residence, a model home complex may employ the following:
 - a. One class III temporary sign meeting the requirements of subsection 9(a)(4) herein for each lot located within the boundaries of an approved model home complex. Such signs shall not be illuminated except by ambient lighting.
 - b. One class IV temporary sign meeting the requirements of subsection 9(a)(5) herein may be located within the boundaries of the approved model home complex; however, if the model home complex is located adjacent to a collector or arterial street, the overall height of the class IV temporary sign allowed under this paragraph may be increased to 120 inches, provided the sign is designed to withstand windloads as required by the building codes in effect at the time the sign is erected. A class IV temporary sign permitted under this paragraph may be externally illuminated as outlined in section 10.



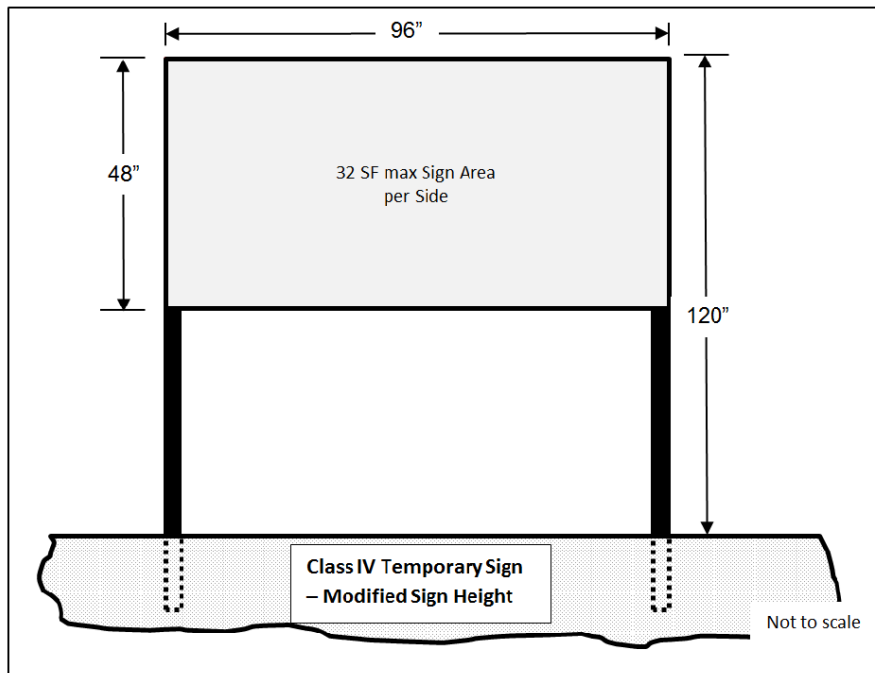
- c. One flagpole not exceeding a height of 45 feet may be erected within the boundaries of the model home complex provided said flagpole is located within the building envelope or within the required front yard of the lot in which it is placed, but not located within any required side or required rear yard. A maximum of two flags may be displayed from said flagpole. The flag and flagpole permitted under this paragraph may be externally illuminated in accordance with **Chapter 107-Article 3** of the Surprise Municipal Code.
- d. Two flagpoles not exceeding a height of 20 feet may be erected for each lot located within the boundaries of the approved model home complex. A maximum of one flag may be displayed from each flagpole. Flagpoles permitted under this section may be erected along the perimeter of the model home complex. Flagpoles permitted under this paragraph shall not be illuminated except by ambient lighting.
- e. Four additional teardrop banner signs meeting the requirements of subsection 9(a)(8) herein for each lot located within the boundaries of an approved model home complex. Except that subsections 9(a)(8)c., 9(a)(8)d. and 9(a)(8)e. shall not apply. Teardrop banner signs permitted under this section shall not be illuminated except by ambient lighting.
- f. One banner sign not exceeding three feet in height and five feet in length may be attached to the trap fence. Said banner sign shall be equipped with ventilation flaps. Banner signs permitted under this paragraph shall not be illuminated except by ambient lighting.
- g. One awning sign or canopy sign provided the awning or canopy is limited to the customer entrance to the sales office associated with the approved model home complex. Awning signs or canopy

signs permitted under this paragraph shall not be illuminated except by ambient lighting.

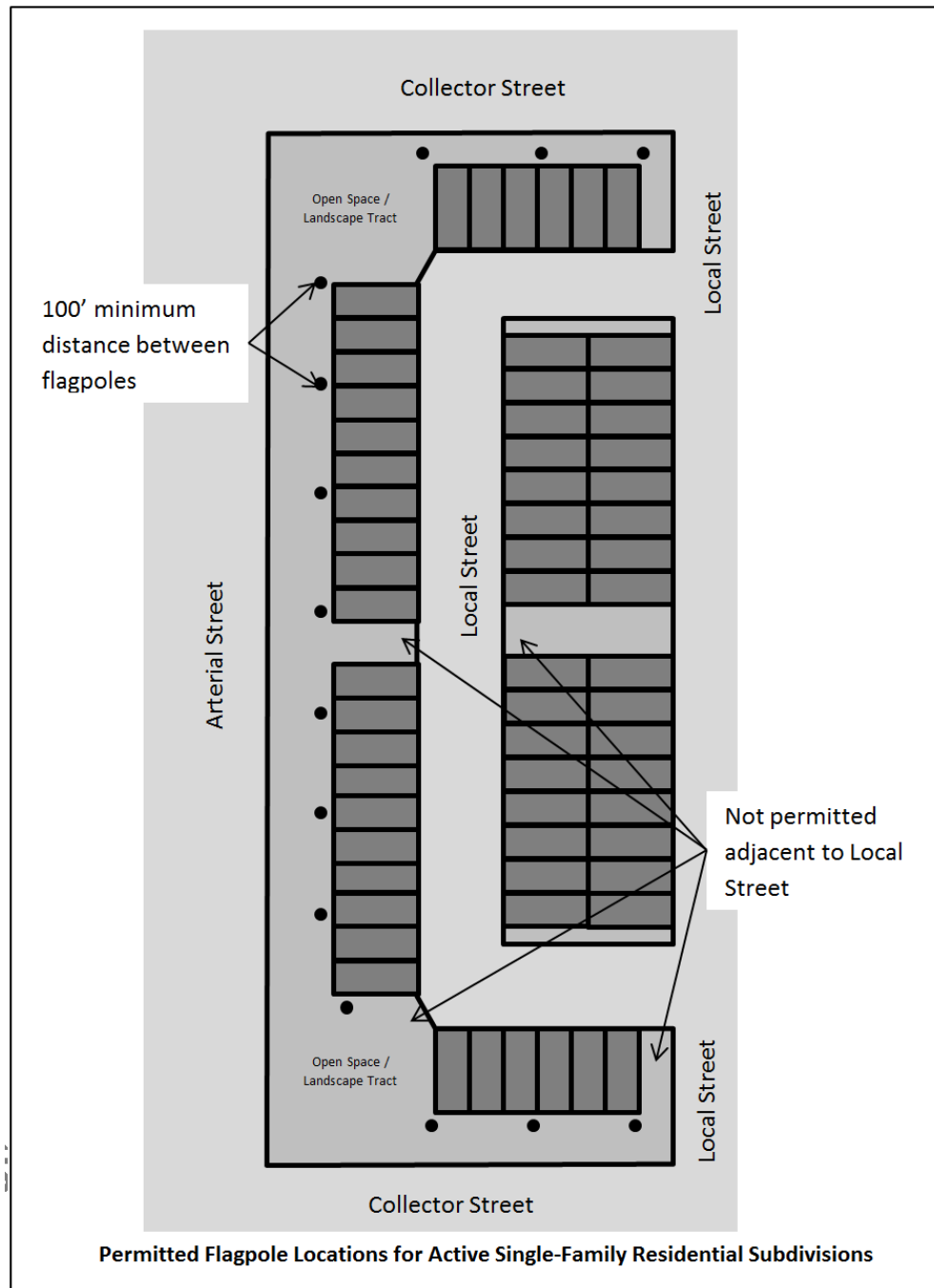
- h. One building wall sign not exceeding four square feet may be affixed to the front elevation of the model home sales office facing the street from which the model home complex takes access. Said sign may be externally illuminated or back-lit in accordance with section 10.
- i. Information regarding model home signs shall be included with the model home complex application packet to be reviewed and approved with the model home complex. In circumstances where model home complexes in existence as of the effective date of this chapter are to be retrofitted for purposes of implementing signage permitted under this section, an amendment to the approved model home complex is required.
- j. All model home signs permitted under this section shall be removed upon the conversion of the model homes to a residential use in accordance with subsection 106-10.29 of the Surprise Municipal Code.

11. *Active single-family residential subdivision signs.* In addition to other signs that may be permitted in association with a model home complex, the following signs are permitted within the boundaries of an active single-family residential subdivision:

- a. One class IV temporary sign meeting the requirements of subsection 9(a)(5) herein may be located within the boundaries of an active single-family residential subdivision, provided such sign is located adjacent to a collector street or arterial street. The overall height of the class IV temporary sign allowed under this paragraph may be increased to 120 inches, provided the sign is designed to withstand windloads as required by the building codes in effect at the time the sign is erected. A class IV temporary sign permitted under this paragraph may be externally illuminated as outlined in section 10.

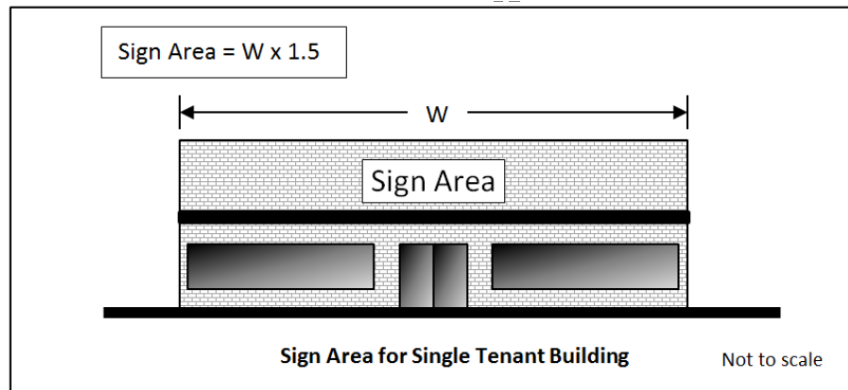


- b. Where an active single-family residential subdivision includes an open space tract or landscape tract located adjacent to a collector street or arterial street, a series of flagpoles not exceeding 20 feet in height may be erected within said tract provided said flagpoles are spaced no closer than 100 feet apart; however, flagpoles permitted under this paragraph may not be located adjacent to any local street regardless of the location of the tract relative to the local street. Further, flagpoles permitted under this paragraph may not be illuminated except by ambient lighting.

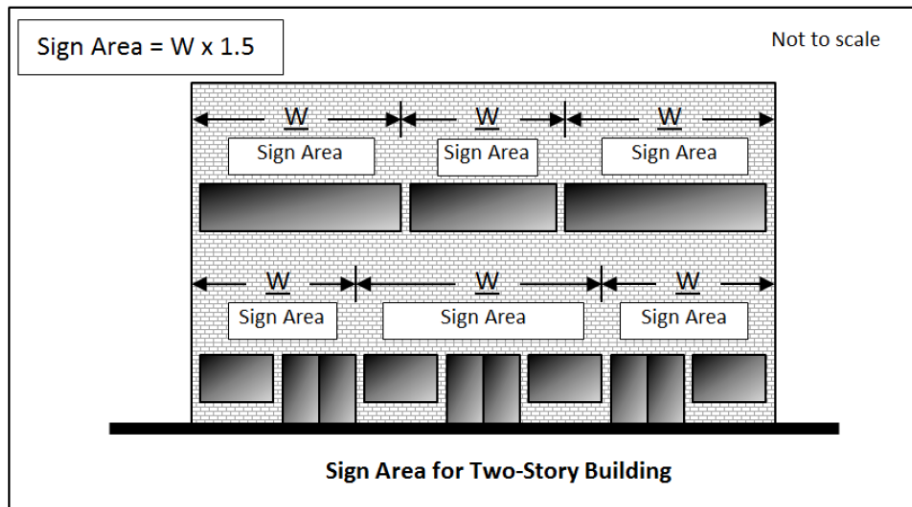


- c. All active single-family residential subdivision signs shall be removed upon the close of escrow of the last lot in the subdivision or upon cessation of use, whichever comes first.
- B. *Building-mounted signs.* Building-mounted signs may only be placed on building elevations which face a street or primary parking lot. For purposes of this section, parking areas adjacent to service bays, access drives located behind a building, or alley ways are not considered primary parking areas.
 - 1. *Building wall signs.* In other than residential zoning, building wall signs are permitted on any building elevation of any primary use building, subject to the following:

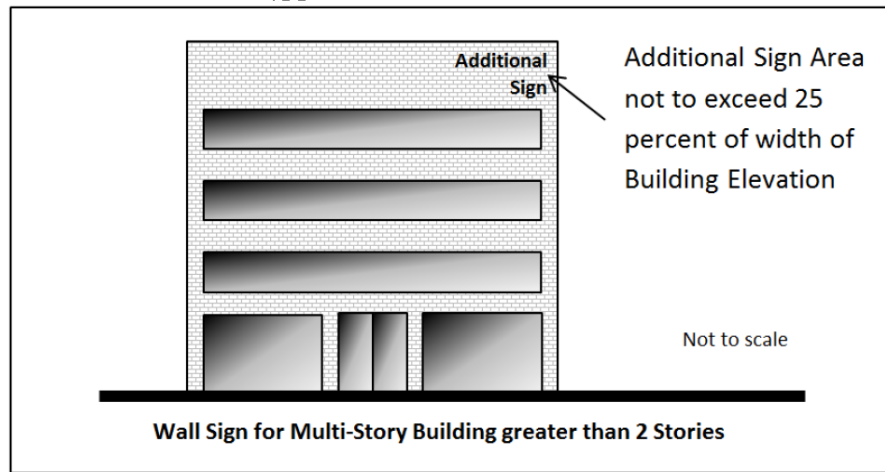
- a. For single story, single-tenant buildings, any number of building wall signs may be affixed to any building elevation, provided the aggregate sign area does not exceed one and one-half square foot per one linear foot of building elevation on which the sign is mounted.



- b. For two-story office buildings or two-story mixed-use buildings, each tenant who possesses leased tenant frontage on the exterior wall of the building may affix any combination of building wall signs provided the aggregate sign area does not exceed one and one-half square foot per one linear foot of that tenant's leased frontage. In the event a tenant does not possess leased tenant frontage located along the exterior of the building, this provision does not apply.



- c. For multi-story buildings greater than two stories one building wall sign, the area of which not exceeding 25 percent of the width of the elevation may be affixed to each building elevation at a location that is nearest the top of the building provided said sign does not extend above the parapet, or in the case of an exposed pitch roof, the drip line of the roof. In no case shall such signs be affixed to an elevator shaft or equipment screening.



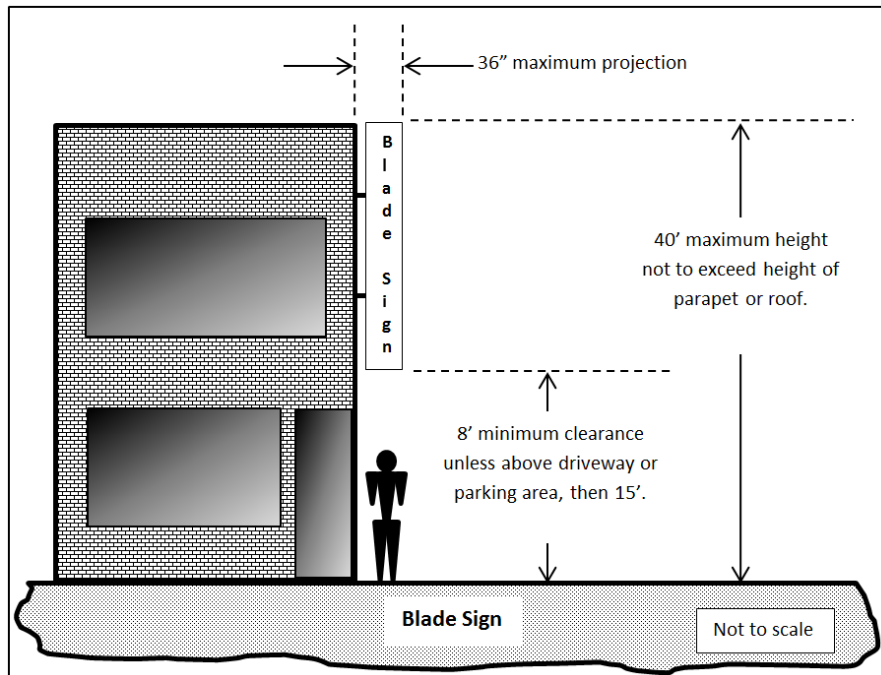
- d. The sign area of any building wall sign serving an arterial street may be increased by 25 percent when the building is setback at least 600 feet from the public right-of-way and may be further increased an additional 25 percent for each additional 200 feet of setback, up to a maximum of 100 percent, provided the increase in sign area does not cause the sign to be in violation with the other provisions of this section.
- e. The maximum width of a building wall sign shall not exceed 80 percent of the leased tenant frontage for a multi-tenant building, or building elevation for a single-tenant building.
- f. Building wall signs shall be installed in a manner that does not obscure architectural features such as, but not limited to, pilasters, arches, windows, cornices, pop-outs, decorative trims, moldings, and frieze.
- g. Building wall signs may be internally illuminated, externally illuminated, or back-lit, but may not include electronic messaging (EMCs). Further, illumination shall be in accordance with the requirements set forth in section 10.

2. *Blade signs.*

- a. One blade sign is permitted per primary use multi-story building located in multi-family, commercial, mixed-use or industrial zoning subject to the specific requirements outlined below.
- b. When a blade sign extends over a pedestrian area a distance of six inches or more, the bottom of the sign shall not be any closer than eight feet above the walking surface over which the sign is placed. When a blade sign extends any distance over a parking lot or vehicular area, the bottom of the sign shall not be any closer than 15 feet above the paving surface over which the sign is placed.
- c. The blade sign shall be mounted such that the top of the sign is not higher than 40 feet above the ground, sidewalk, or pavement surface above which the sign is mounted, except that in no case shall the blade sign extend above the roof of the building onto

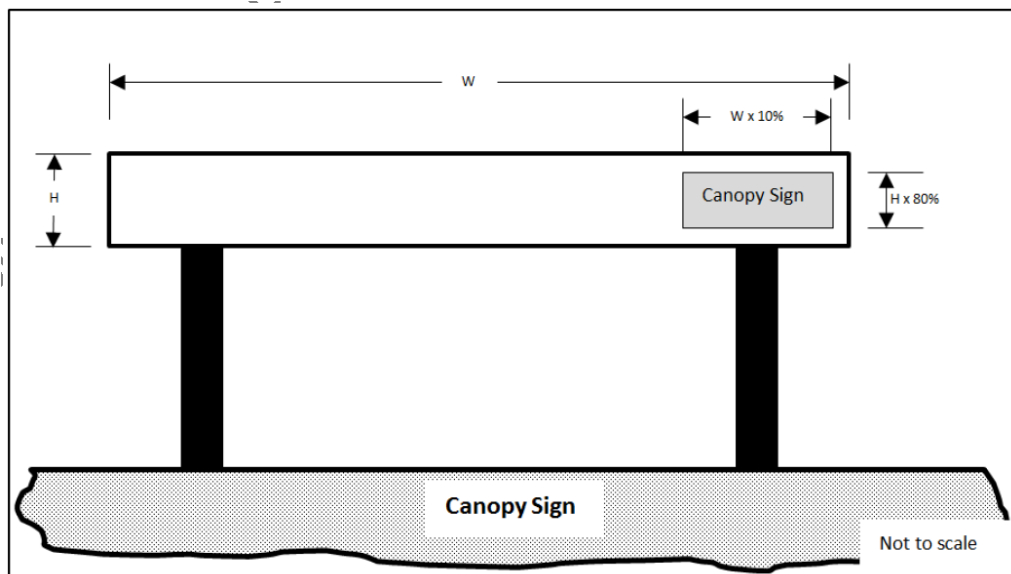
which the sign is mounted, or if mounted adjacent to a parapet, the sign shall not extend above the parapet.

- d. The blade sign shall not project more than 36 inches from the wall onto which the blade sign is mounted.
- e. The blade sign shall not be externally illuminated in any manner except by ambient lighting as may be present on the property; however, blade signs may be internally illuminated in accordance with the requirements set forth in section 10.

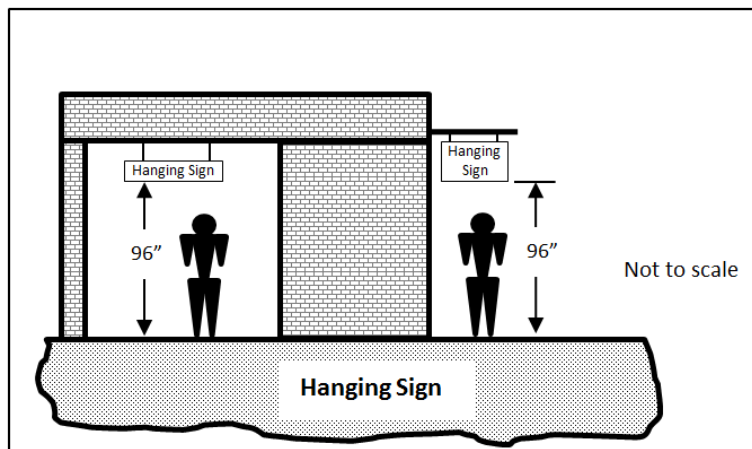


3. *Canopy signs.*

- a. Canopy signs shall not exceed 80 percent of the height of the face of the canopy onto which the canopy sign is mounted.
- b. Canopy signs shall not exceed ten percent of the width of the face of the canopy onto which the canopy sign is mounted.



- c. Canopy signs may be internally illuminated or back-lit in accordance with the requirements set forth in section 9. Level 1 electronic messaging is permitted on a canopy sign, subject to the provisions outlined in section 11.
- 4. *Marquee signs.*
 - a. The marquee sign shall be affixed to the face plane of the marquee and shall not extend above the uppermost or lowermost limits of the marquee.
 - b. The marquee sign shall not exceed 80 percent of the width of the face of the marquee onto which the sign is mounted.
 - c. Marquee signs may be internally illuminated or back-lit in accordance with the requirements set forth in section 9. Level 1 electronic messaging is permitted subject to the provisions outlined in section 11.
- 5. *Awning signs.* In mixed-use, commercial and industrial zoning districts, awnings may be integrated with sign copy, but shall not contribute towards the overall building wall sign area of a particular building.
- 6. *Hanging signs.* In mixed-use, commercial and industrial zoning districts, hanging signs are permitted subject to the following time, place, and manner restrictions:
 - a. Not more than one hanging sign is permitted per customer entrance and shall be mounted above the customer entrance or as close as reasonably practicable.
 - b. The maximum sign area of the hanging sign shall not exceed six square feet.
 - c. Where a hanging sign is erected above a pedestrian pathway, the bottom of the sign shall be not less than 96 inches from the walkable surface above which the hanging sign is placed.
 - d. The hanging sign shall not be externally illuminated in any manner except by ambient lighting present on the property; however, such signs may be internally illuminated in accordance with the requirements set forth in section 10.



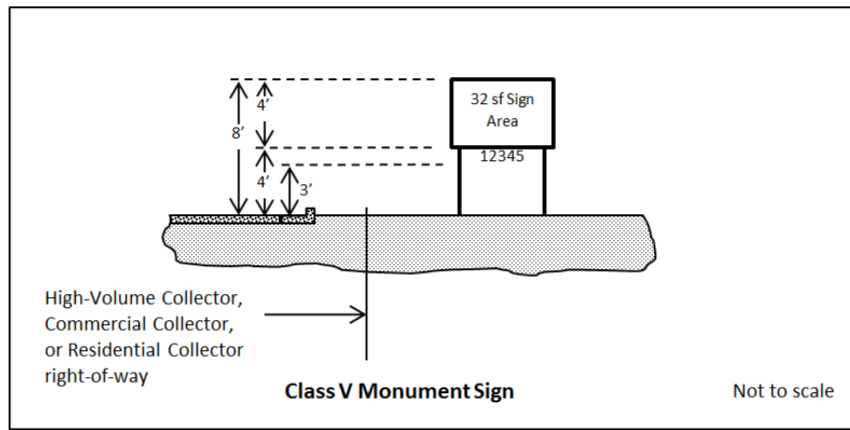
7. *Window signs and sunscreens.*

- a. Window signs are allowed provided the combined sign area for all window signs affixed to a particular window does not exceed 40 percent of the individual window pane. Etched or stained glass, when integral to the window, shall not be included in the sign area calculation.
- b. Sunscreen material may cover 100 percent of the window pane, provided not more than 40 percent of the window pane is covered by any mural or other graphics.
- c. Window signs shall not contribute towards the aggregate building wall sign area of a building.

C *Freestanding ground signs.*

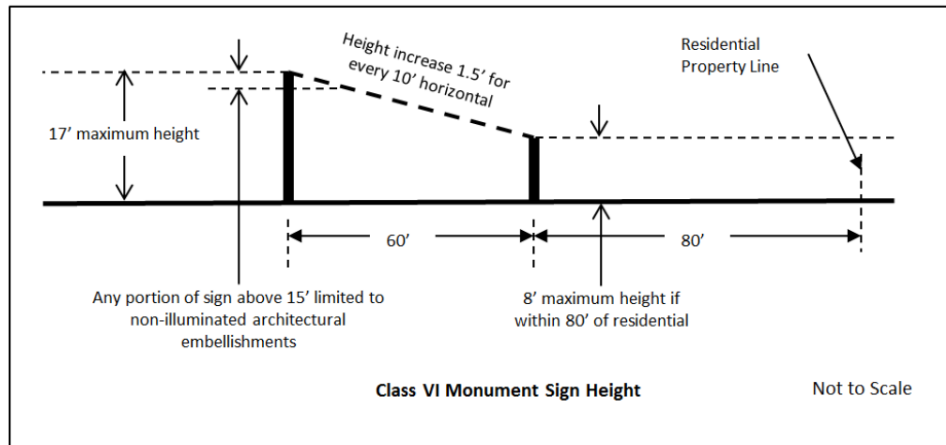
1. *Class I monument signs (menu signs) and class II monument signs (preview signs) for drive-through businesses.* Drive-through businesses may utilize one class I monument sign and one class II monument sign per drive-through lane subject to the following:
 - a. The bottom of the sign copy of a class I monument sign or class II monument sign shall not be less than two feet above the adjacent drive-through lane's paved surface.
 - b. The overall height of the sign structure of a class I monument sign or class II monument sign shall not be more than eight feet above the adjacent drive-through lane's paved surface.
 - c. The sign area for an individual class I monument sign or class II monument sign shall not exceed 50 square feet.
 - d. A class I monument sign shall not be audible from any residential zoning district or residential use, hotel or motel room, or patient room of an overnight medical facility.
 - e. No class I monument sign or class II monument sign may be located within 100 feet of a residential zoning district or use.
 - f. Class I monument signs and class II monument signs may be internally illuminated in accordance with the requirements set forth in section 10.
 - g. Level 2 electronic messaging is permitted, subject to the provisions outlined in section 11.
2. *Class III monument signs (directional signs).* Class III monument signs are permitted along the street frontage in conjunction with a driveway serving any multi-family residential, commercial or industrial development, subject to the following:
 - a. The class III monument sign shall not exceed 30 inches in height as measured from the adjacent pavement surface of the roadway served by the sign;
 - b. The sign area of a class III monument sign shall not exceed six square feet;

- c. The class III monument sign may be internally illuminated, back-lit, or externally illuminated as outlined in section 10 provided the source of external illumination is not visible.
- 3. *Class IV monument signs (directory signs).* Class IV monument signs are permitted within the interior of any multi-family residential, commercial or industrial development, subject to the following:
 - a. The class IV monument sign shall not exceed six feet in height as measured from the adjacent pavement surface of the roadway or sidewalk served by the sign;
 - b. The sign area of a class IV monument sign shall not exceed 12 square feet;
 - c. The class IV monument sign may be internally illuminated, back-lit, or externally illuminated in accordance with the requirements set forth in section 10 provided the source of external illumination is not visible.
- 4. *Class V monument signs (minor monument signs).*
 - a. Class V monument signs are permitted in conjunction with non-residential uses in a residential zone, not including cottage industries or home occupations; or in multi-family uses in multi-family zoning; or in non-residential uses in a non-residential zone.
 - b. One class V monument sign meeting the requirements outlined below is permitted for every 150 feet of collector or arterial street frontage or portion thereof, regardless of the presence or location of driveway, provided sight distance requirements are met. The minimum spacing between individual class V monument signs, or between a class V monument sign and a class VI monument signs, located on the same property shall be not less than 150 feet measured radially.
 - c. When allowed, the height of the class V monument sign shall not exceed eight feet as measured from the edge of pavement of the street being served by the sign, nor shall the maximum sign area exceed 32 square feet. The bottom edge of the sign copy shall be no lower than four feet above the adjacent edge of pavement of the street being served by the sign. The height of the sign structure may extend an additional two feet above the face if the sign provided said extension is limited to non-illuminated architectural embellishments and contains no sign copy.



- d. The base of a class V monument sign shall be fitted with the address of the property or properties in a manner that is consistent with section 13.
 - e. A class V monument sign shall be located within a landscape area not less than 80 square feet.
 - f. Class V monument signs shall be setback not less than two feet from the right-of-way line except that in the event a public utility easement is present, in which case the sign shall be setback not less than two feet from the easement.
 - g. Class V monument signs may be internally illuminated, back-lit or externally illuminated in accordance with the requirements set forth in section 10.
 - h. Level 1 electronic messaging and level 2 electronic messaging are permitted on a monument sign, subject to the provisions outlined in section 11.
5. *Class VI monument signs (major monument signs).*
- a. Class VI monument signs are permitted in conjunction with non-residential uses in a non-residential zone or that portion of a planned area development where the land use plan of the PAD specifically calls out non-residential uses.
 - b. Class VI monument signs shall only be located adjacent to a parkway, major arterial street, minor arterial street, or along grand avenue. When allowed, one class VI monument sign meeting the requirements outlined below is permitted for every 150 feet of said roadway or portion thereof, regardless of the presence or location of driveway, provided sight distance requirements are met. The minimum spacing between individual class VI monument signs located on the same property shall be not less than 150 feet measured radially. The minimum spacing between class V monument signs and class VI monument signs located on the same property shall not be less than 150 feet measured radially. Properties with less than 150 feet of parkway, major arterial street, minor arterial street, or grand avenue frontage shall not be permitted any class VI monument sign.

- c. No class VI monument sign may be located within 80 feet of a property having single-family residential zoning. The height of a class VI monument sign located 80 feet or more from a property having single-family zoning shall not exceed eight feet at 80 feet distant; however, the height of a class VI monument sign may increase one and one-half foot for every additional ten feet of horizontal distance the sign is located away from a property having single-family residential zoning up to a maximum height of 17 feet, provided however that any height in excess of 15 feet shall be limited to architectural embellishments.

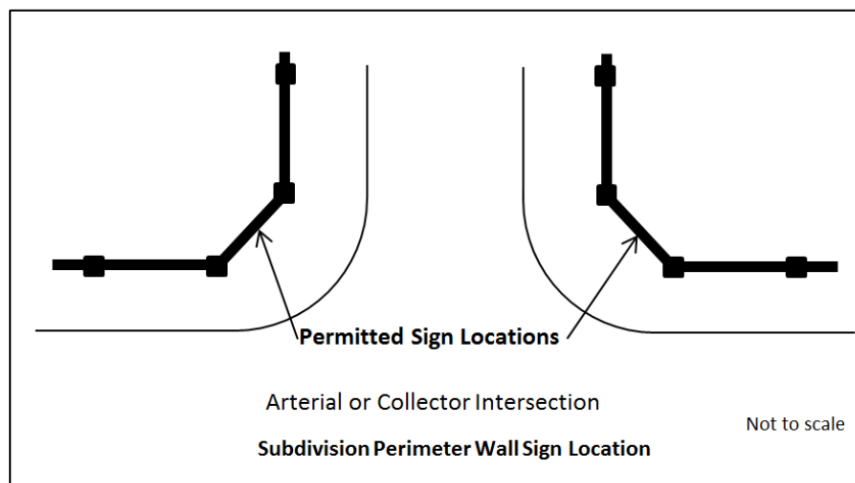


- d. The sign area of a class VI monument sign shall be limited to 36 square feet, but may increase 12 square feet for every one foot increase in the overall height of the sign up to a maximum sign area of 120 square feet.
- e. The base of a class VI monument sign shall be fitted with the address of the property or properties in a manner that is consistent with section 13.
- f. A class VI monument sign shall be located within a landscape area not less than the maximum sign area allowed for that sign.
- g. Class VI monument signs shall be setback not less than two feet from the right-of-way line. Further, in the event a public utility easement is present, the sign shall be setback not less than two feet from the easement, unless the property owner signs a waiver acknowledging the prior rights of the utility companies to occupy said easement.
- h. Class VI monument signs may be internally illuminated, back-lit or externally illuminated in accordance with the requirements set forth in section 10.
- i. Level 1 electronic messaging and level 2 electronic messaging are permitted on a class VI monument sign, subject to the provisions outlined in section 11.
6. *Roadway arch signs.* Roadway arch signs may be erected within any commercial or industrial development subject to the following:

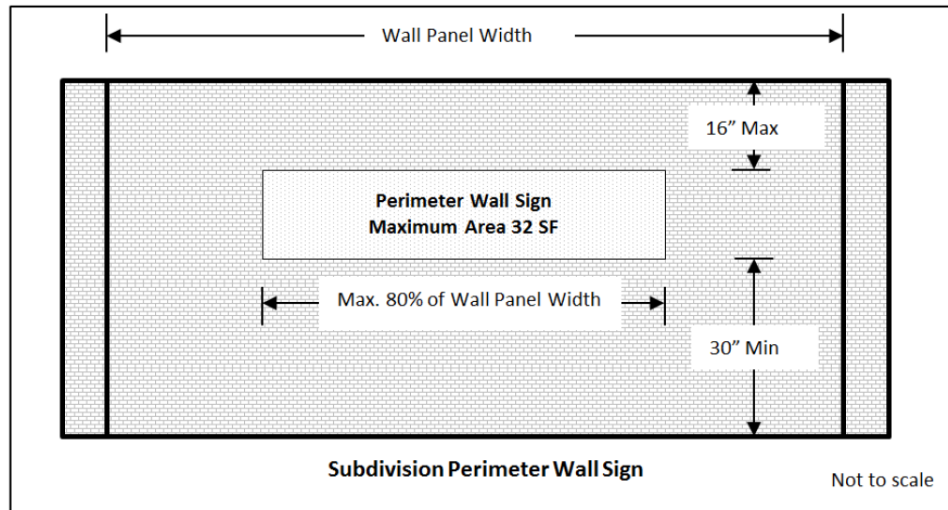
- a. Roadway arch signs shall maintain a vehicular clearance of not less than 18 feet;
- b. Roadway arch signs shall not interfere with pedestrian or vehicular movement;
- c. Roadway arch signs may be internally illuminated, or back-lit in accordance with the requirements set forth in section 10 except that if the roadway arch sign is located within 100 feet of any residential zoning district or use, the roadway arch sign shall not be illuminated.

7. *Subdivision perimeter wall signs.*

- a. Where a subdivision perimeter wall is located adjacent to a street corner that intersects a collector or arterial street, one subdivision perimeter wall sign may be affixed to the wall panel of the subdivision perimeter wall most closely oriented to the intersection, subject to the specific requirements outlined below.



- b. The maximum sign area shall not exceed 32 square feet.
- c. The width of the sign shall not exceed 80 percent of the width of the perimeter wall panel into which the sign is mounted.
- d. The bottom of the sign shall be no lower than 30 inches from the adjacent grade.
- e. The top of the sign shall be no higher than 16 inches from the top of the wall panel onto which the sign is mounted.
- f. The sign may be back-lit or externally illuminated provided the source of illumination is not visible from the street or from the adjacent residential property and is otherwise in accordance with the requirements set forth in section 10.



8. *Freeway monument signs.* Freeway monument signs may be permitted as outlined in this section:

a. *State Route 303 Corridor.* Freeway monument signs may be located within the following portions of the State Route 303 Corridor, subject to prior approval of a conditional use permit to be processed as a Type 3 application in accordance with Chapter 102 of this Ordinance:

(1) *State Route 303 and U.S. 60.* An area of land generally located at the intersection of State Route 303 and U.S. 60, being situated in the south half of Section 18 and the north half of Section 19, Township 4 North, Range 2 West and the south half of Section 36, Township 4 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, described as follows:

BEGINNING at a point located at longitude 112°24'13" west by latitude 33°40'49" north, thence southwesterly along a line bearing N43°00'58"E a distance of 1,320 feet to the beginning of a non-tangent curve the center of which is said longitude and latitude; thence clockwise along the arc of said curve a distance of approximately 2,070 feet, thence departing said arc southeasterly along a line bearing N46°13'20"W a distance of 1,320 feet to the POINT OF BEGINNING

(2) *State Route 303 and Bell Road.* An area of land generally located at the intersection of State Route 303 and Bell Road, being situated in the north half of Section 1, Township 3 North, Range 2 West and the south half of Section 36, Township 4 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, described as follows:

BEGINNING at the north quarter corner of said Section 1, thence easterly along the north line of the northeast quarter of said Section 01 a distance of 850 feet to the beginning of a non-tangent curve the center of which is said north quarter corner; thence clockwise along the arc of said curve a distance of approximately 4,000 feet to a point on the east line of the southwest quarter of said Section 36, thence departing said curve, southerly along said east line a distance of 850 feet to the POINT OF BEGINNING

- (3) *State Route 303 and Greenway Road.* An area of land generally located at the intersection of State Route 303 and Greenway Road, being situated in the southeast quarter of Section 1, Township 3 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, described as follows:

BEGINNING at the south quarter corner of said Section 01, thence northerly along the west line of said southeast quarter a distance of 450 feet to the beginning of a non-tangent curve the center of which is said south quarter corner; thence clockwise along the arc of said curve a distance of approximately 700 feet to a point on the south line of said southeast quarter; thence departing said curve, westerly along said south line a distance of 450 feet to the POINT OF BEGINNING

- (4) *State Route 303 and Cactus Road.* An area of land generally located at the intersection of State Route 303 and Cactus Road, being situated in the northeast quarter of Section 24, Township 3 North, Range 2 West of the Gila and Salt River Base and Meridian, Maricopa County, Arizona described as follows:

BEGINNING at the north quarter corner of said Section 24; thence easterly along the north line of said northeast quarter a distance of 850 feet to the beginning of a non-tangent curve the center of which is said north quarter corner; thence clockwise along the arc of said curve approximately 1,340 feet to a point on the west line of said northeast quarter; thence departing said curve, northerly along said west line a distance of 850 feet to the POINT OF BEGINNING

- (5) All freeway monument signs located within the aforementioned locations are subject to the provisions in subsections 9(c)(9)b.—e.

- b. *Additional locational requirements.* The following additional locational requirements apply for all freeway monument signs regardless of where in the corridor it is located:

- (1) Freeway monument signs may only be approved on lands zoned for commercial or industrial uses.
- (2) No freeway monument sign shall be located within 300 feet of a property zoned for residential uses, or any open space tract that is associated with a residential development.
- (3) Freeway monument signs shall not be located closer than 20 feet from the adjacent right-of-way.
- (4) Spacing between freeway monument signs shall be not less than 750 feet, unless separated by a freeway or arterial right-of-way.
- (5) Freeway monument signs shall not be allowed within a natural or manmade watercourse.

c. *Dimensional requirements.* The following dimensional requirements apply for all freeway monument signs regardless of the corridor in which it is located:

- (1) The overall height of a freeway monument sign shall not exceed 65 feet as measured from the finished grade of the site where the freeway monument sign is located to the highest point of the sign structure.
- (2) Freeway monument signs shall be allowed an extra three feet in height for architectural embellishments.
- (3) The sign area of a freeway monument sign shall not exceed 650 square feet.

d. *Design requirements.* The following design requirements apply for all freeway monument signs regardless of the corridor in which it is located:

- (1) Freeway monument signs may incorporate level 2 electronic messaging centers as outlined section 11 herein, except that electronic messaging centers used in freeway monument sign applications may occupy up to 50 percent of the allowable sign area of the sign, exclusive of architectural embellishments as required herein, and provided such electronic messaging centers are turned off between 11:00 p.m. and dawn.
- (2) Freeway monument signs shall incorporate architectural features of the commercial development on which the sign is located; however, such embellishments shall not include any sign copy.
- (3) Freeway monument signs shall require a landscaped area equal to four square feet of landscaping for each square foot of sign area and shall be located around the base of the sign; freeway monument signs may be illuminated by externally-illuminated indirect or internal lighting.

- e. Any conditional use permit approval is hereby conditioned upon the applicant obtaining a valid construction permit for the freeway monument sign approved under said conditional use permit. The applicant shall obtain certificate of completion from the city within six months of approval of the conditional use permit by the City Council. Failure to obtain a certificate of completion within the designated time allotment shall render the conditional use permit null and void; however, the city manager or designee may grant a one-time extension for a period not to exceed six months when in the opinion of the city manager or designee the circumstances warrant such.

9. *Billboard Signs:* Billboard Signs may be permitted as outlined in this Section:

- a. *State Route 303 Corridor:* One (1) Billboard Signs may be located within that portion of the State Route 303 Corridor between a specific point located at Latitude 33°41'49" N by Longitude 112°21'35" W and extending in a westerly direction along the northern right-of-way line of State Route 303 from the southeast corner of Section 9 of the Gila and Salt River Base and Meridian and extending in a westerly direction a distance of approximately 3,960' along the south line of Section 9 located at Latitude 33°41'49" N by Longitude 112°21'35" W and to the specific point of Latitude 33°41' 47" N by Longitude 112°22' 22" W, subject to prior approval of a Conditional Use Permit in accordance with Chapter 102-6.3 of the Surprise Land Development Ordinance. All billboard signs located within the aforementioned corridor are subject to the provisions in Paragraph 109-1.9.C.9:

- (1) Billboard signs located within the State Route 303 corridor as defined above shall serve eastbound and/or westbound traffic but shall only be located north of the freeway right-of-way. Further, where a billboard sign is located within the State Route 303 Corridor, at least one (1) sign face shall consist of an Electronic Messaging Center.
- (2) The overall height of a billboard sign within the State Route 303 Corridor shall not exceed forty-five (45) feet as measured from the adjacent roadway to the top of the sign structure, exclusive of architectural embellishments as permitted in this Section.
- (3) The overall dimensions of the sign panel associated with a billboard sign within the State Route 303 Corridor shall not exceed forty-eight (48) feet in width and fourteen (14) feet in height for a total sign area not to exceed 672 square feet, exclusive of architectural embellishments as permitted in this Section.

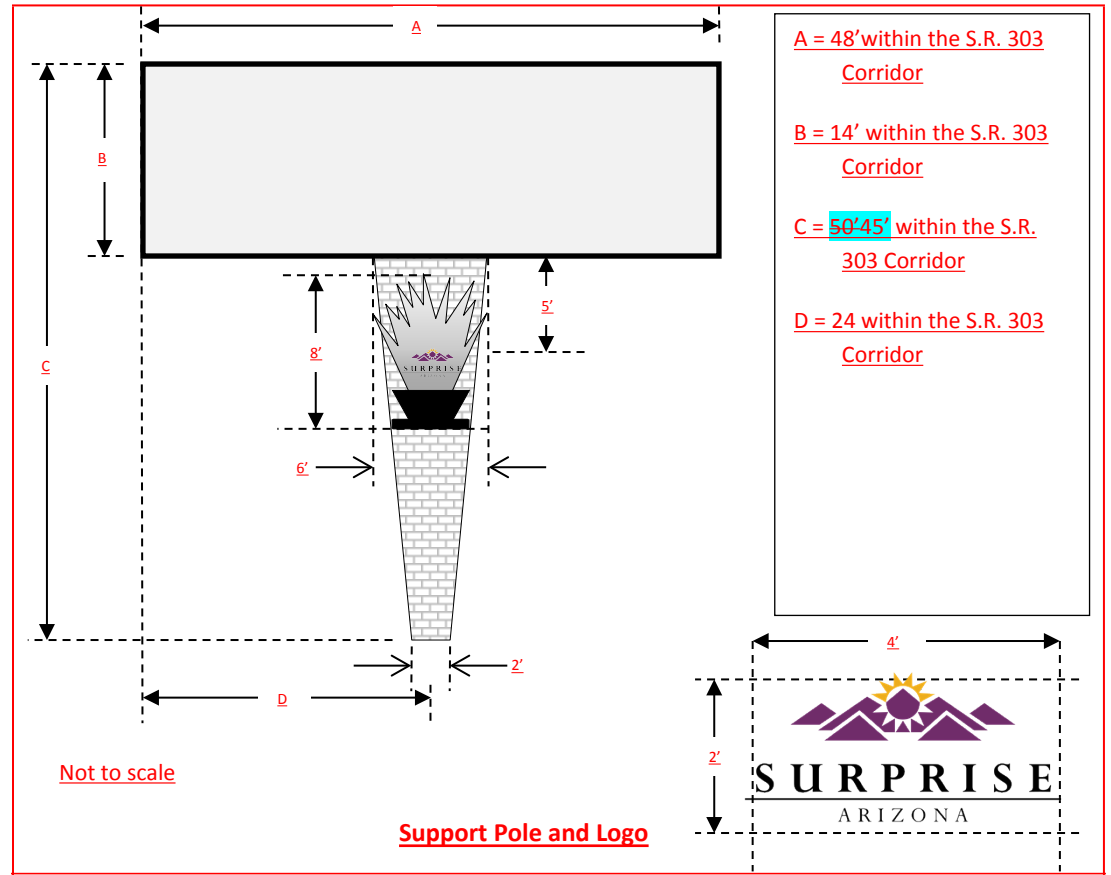
b. *Additional Locational Requirements:* The following additional locational requirements apply for all billboard signs:

- (1) Billboard signs may only be approved within a Planned Area Development (PAD), that portion of the PAD in which the approved land use plan specifically calls out commercial, industrial or employment uses and in Commercial or Industrial zoning districts, and only within the specified Corridor.
- (2) Billboard signs shall not be located closer than twenty (20) feet from the State Route 303 right-of-way line and not further than 200 feet from said right-of-way line.
- (3) No billboard sign shall be approved within 660 feet of any Freeway Monument Sign existing at the time of Conditional Use Permit application for the billboard sign in question.
- ~~(4) No billboard sign shall be approved within 1760' of any billboard sign approved or existing at the time of Conditional Use Permit application for the billboard sign in question.~~

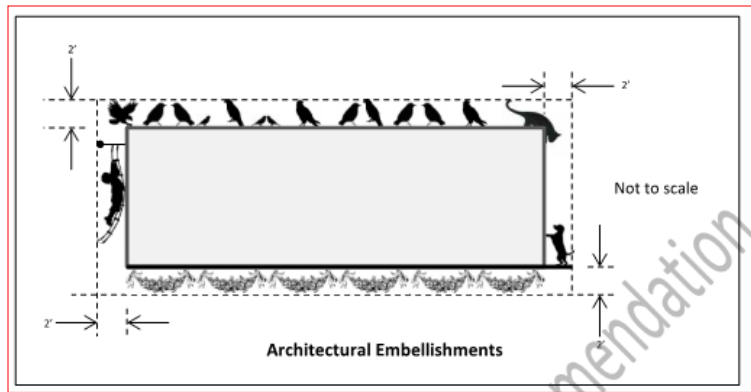
c. *Design Requirements:* The following design requirements apply for all billboard signs:

- (1) Billboard Signs may incorporate Level 2 Electronic Messaging Centers as outlined Chapter 109-1.11.6 herein, except that Electronic Messaging Centers used in billboard applications may occupy up to 100% of the allowable sign area of the billboard, exclusive of architectural embellishments as may be permitted or required herein and provided such Electronic Messaging Centers are turned off between 11:00 PM and dawn.
- (2) Billboard Signs shall be supported by a single pole or column, which shall be dimensionally centered beneath the sign panel and shall incorporate a pole cover comprised of stone, brick or other architecturally compatible material that conceals the structural component of the pole or column. Unless an alternative design is approved by the Planning and Zoning Commission, the pole cover shall be of a trapezoidal shape, with a base width equal to one-third (1/3) the width of the top of the pole cover.
- (3) Unless an alternative design is approved by the Planning and Zoning Commission, the supporting pole or column shall also include additional architectural embellishments

that incorporate the official Primary City of Surprise Logo superimposed onto a stylized agave image. The logo shall be approximately two (2) feet tall by four (4) feet wide. The stylized agave image shall be eight (8) feet high by six (6) feet wide. The vertical center of the arrangement shall be five (5) feet below the lower edge of the sign panel.



- (4) Artistic or architectural embellishments up to thirty (30) square feet may be attached to the perimeter of the sign panel, provided said embellishments do not extend more than two (2) feet in any direction beyond the face of the sign and do not otherwise obstruct the architectural embellishments as may be required under Paragraph 109-1.9.C.9.c above.



- d. Any Conditional Use Permit approval is hereby conditioned upon the applicant obtaining a valid construction permit for the billboard sign approved under said Conditional Use Permit. The applicant shall obtain Certificate of Completion from the City of Surprise within six (6) months of approval of the Conditional Use Permit by the Planning and Zoning Commission. Failure to obtain a Certificate of Completion within the designated time allotment shall render the Conditional Use Permit null and void; however, the City Manager or designee may grant a one-time extension for a period not to exceed six (6) months when in the opinion of the City Manager or designee the circumstances warrant such.

109-1.11 Electronic messaging centers (EMCs).

- A** *Levels of electronic messaging.* For purposes of this chapter, electronic messaging centers (EMCs) are divided into two categories: level 1 electronic messaging and level 2 electronic messaging, as defined in section 6.
- B** *EMC illumination.* The nighttime illumination of an electronic messaging center shall conform to the criteria set forth in this section.
1. *Illumination measurement criteria.* The illuminance of an electronic messaging center shall be measured with an illuminance meter set to measure foot-candles accurate to at least two decimals. Illuminance shall be measured with the EMC turned off, and again with the EMC displaying a white image for a full color-capable electronic messaging center, or a solid message for a single-color electronic messaging center. All measurements shall be taken perpendicular to the face of the electronic messaging center at the distance determined by the total square footage of the electronic messaging center as set forth in table 109-1b below.

TABLE 109-1b MEASUREMENT DISTANCE AS A FUNCTION OF SIGN AREA			
Area of Sign (sq. ft.)	Measurement Distance (ft.)	Area of Sign (sq. ft.)	Measurement Distance (ft.)
5	22	55	74
10	32	60	77
15	39	65	81
20	45	70	84
25	50	75	87
30	55	80	89
35	59	85	92
40	63	90	95
45	67	95	97
50	71	100	100
For EMCs with an area in square feet other than those specifically listed in this table, the measurement distance may be calculated using the following formula: Measurement Distance = $\sqrt{\text{Area of sign sq. ft.} \times 100}$			

2. *EMC illumination limits.* The difference between the "off" and "solid-message" measurements using the illumination measurement criteria outlined in subsection 11(b)(1) above shall not exceed 0.3 foot-candles at night.
3. *Dimming capabilities.* All permitted electronic messaging centers shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according

to ambient light conditions, or that can be adjusted to comply with the 0.3 foot-candle measurement criteria.

4. *EMCs as a portion of sign area.* When allowed, electronic messaging centers may comprise not more than 50 percent of the allowable sign area of a particular sign.
5. *Certification.* Prior to the issuance of a permit relating to an electronic messaging center, the applicant shall provide a written certification from the owner of the sign attesting that said owner has read and understands the provisions of this section, agrees to abide by said section, and agrees to cooperate with City of Surprise staff with regards to any nighttime testing that may be necessary should the 0.3 foot-candle limitation be at question.
6. When Electronic Messaging Centers are utilized in conjunction with a Billboard Sign, the sign area of the Electronic Messaging Center may encompass 100% of the allowable sign area as outlined in Paragraph 109-1.9.C.9.

August 12, 2021

Mayor and Surprise City Council
City of Surprise
16000 N Civic Center Plaza
Surprise, AZ 85375

Ref: Proposed electronic billboards along the 303 corridor/ August 17th council meeting.

Mr. Mayor and Lady and Gentlemen of Surprise City Council,

You have a beautiful city with lovely neighborhoods and amenities. I understand the need to increase your revenue to support city services along with tax revenue, but electronic billboards starting with locating them on the 303 corridor are a step too far.

I do not live in Surprise, my husband and I live in Corte Bella Country Club located at El Mirage Road and the 303 corridor in Sun City West. Our community, along with Sun City West North, will be directly impacted if you proceed with installing the first (of several) such billboards along the 303 corridor. Both Corte Bella and Sun City West North are inhabited by mostly retired residents. Corte Bella Country Club is a “**dark sky**” community. Our street lighting and CC&R’s reflect this. Your proposed billboard would seriously further impact our ability to remain so, and I beg you not to proceed. Yes, the 303 north of Corte Bella is illuminated and does already impact us, the reason being road safety - the billboard is an unnecessary addition to light pollution in our area. In addition, electronic advertising billboards along the 303 in our area will be a detriment to the esthetics and a **distraction** for drivers in an area of **high-speed traffic** and could be **dangerous** and a liability to the City, have you included that in your budget calculations? I note that this first billboard is at the very edge of your city limits at the border with Peoria. The City of Peoria has designated their adjoining portion of the 303 as a scenic area and support it being in a “dark sky area” and have banned billboards along their section of it, please do the same.

There are better ways to attract more revenue to your city - not revenue from highway electronic billboards which are ugly and could lead to road accidents.

Please, please, please - and I am begging here - do not approve this proposal!

Thank you for your attention to my concerns.

Sincerely

Susan E. Duxbury

Susan E. Duxbury
Resident
Corte Bella Country Club
Sun City West, AZ 85375
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:33 AM
To: Ashley Labhart
Cc: Lloyd Abrams; Skip Hall
Subject: FW: Against the proposed electronic billboard on Loop 303

Hi, Ashley! I am not sure if you already received this email but if not, please add to the list.

Thank you!

Jodi

From: [REDACTED]
Sent: Monday, August 2, 2021 10:16 AM
To: Mayor [REDACTED]; Roland Winters [REDACTED]; Aly Cline [REDACTED]; Patrick Duffy [REDACTED]; Ken Remley [REDACTED]; Jack Hastings [REDACTED]; Chris Judd [REDACTED]
Subject: Against the proposed electronic billboard on Loop 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I am vehemently against any type of billboard on the Loop 303. Arizona is known for its beautiful desertscapes and natural surroundings. It's bad enough that development of land around the 303 is being developed, leading to views of look-alike homes and warehouses. We're constantly bombarded with ads and commercials in our daily lives – on the television, radio our phones, on the Internet, in print, etc. Please do not add to the cacophony and intrusion of our daily lives.

If Surprise moves forward with the proposed billboard on the Loop 303, I pledge now not to engage with any company, organization, or individual who may advertise on any signs, of any type.

Jack Leary
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED] >
Sent: Tuesday, August 10, 2021 11:32 AM
To: Mayor [REDACTED] Roland Winters <[REDACTED]>; Aly Cline [REDACTED] >; Patrick Duffy [REDACTED] >; Ken Remley [REDACTED] >; Jack Hastings [REDACTED] >; Chris Judd [REDACTED] >
Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group

www.DCSRealty.com

Robert Kuhfuss

From: Robert Kuhfuss
Sent: Thursday, August 5, 2021 2:17 PM
To: [REDACTED]
Subject: FW: Contact Information Request for Planning and Zoning Commission

Ms. Renz,

Thank for your email and sorry for the delay in getting back to you. I am the planner on this case and would be happy to answer any questions.

I will be here the remainder of the day, but will be taking a long weekend. In any event, feel free to respond via email or by phone.

Robert H. Kuhfuss, AICP, MPA
City of Surprise Community Development Department
16000 North Civic Center Plaza
Surprise, AZ 85374-7470
[REDACTED]

From: Ashley Labhart [REDACTED]
Sent: Monday, August 2, 2021 11:51 AM
To: Robert Kuhfuss [REDACTED] >
Subject: FW: Contact Information Request for Planning and Zoning Commission

Rob,

Will you be able to reach out to Ms. Renz regarding this?

Thank you,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Melanie Renz [REDACTED]
Sent: Sunday, August 1, 2021 7:56 AM
To: Ashley Labhart [REDACTED] >
Subject: Contact Information Request for Planning and Zoning Commission

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Hello,

I read in the Surprise Independent that our city is considering electric billboards and would like to share some concerns about this. Can you please advise of the email/contact information of who I would contact to share these concerns?

Regards,

Melanie Renz

[REDACTED]

Surprise, AZ 85388

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:35 AM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams
Subject: FW: OPPOSING BILLBOARDS IN SURPRISE

And another...

Thank you!

Best,

Jodi

From: Gina Johns <[REDACTED]>
Sent: Sunday, August 1, 2021 7:12 PM
To: Mayor [REDACTED]; Roland Winters <[REDACTED]>; Aly Cline
[REDACTED]; Patrick Duffy <[REDACTED]>; Ken Remley <[REDACTED]>;
Jack Hastings <[REDACTED]>; Chris Judd <[REDACTED]>
Subject: OPPOSING BILLBOARDS IN SURPRISE

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

[REDACTED]

We are requesting our voice to be heard that we are OPPOSING ANY BILLBOARDS in SURPRISE, SUN CITY, SUN CITY WEST AND PEORIA!!! We moved here for the specific reason of the Scenic Routes and the Dark Skies.

OUR VOTES ARE NO BILLBOARDS!!!!!!

Thank you!

Peace,

Gina Johns (registered voter)

Dakota Johns (registered voter)

[REDACTED], Surprise, AZ 85387

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

From: Dennis Vanderplow [REDACTED]
Sent: Friday, August 6, 2021 10:42 AM
To: Mayor [REDACTED] >; Roland Winters [REDACTED] Aly Cline
[REDACTED] >; Patrick Duffy [REDACTED] >; Ken Remley [REDACTED]
Jack Hastings [REDACTED] >; Chris Judd [REDACTED] >
Subject: Opposition to all billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

Tenant gateway signs at local shopping centers are appropriate, but not electronic or lighted billboards that are currently being proposed.

The scenic route of Loop 303 must not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]
[REDACTED]
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

[And another...](#)

From: Dennis Vanderplow [REDACTED]
Sent: Friday, August 6, 2021 10:42 AM
To: Mayor [REDACTED]; Roland Winters [REDACTED]; Aly Cline [REDACTED]; Patrick Duffy [REDACTED]; Ken Remley [REDACTED]; Jack Hastings [REDACTED]; Chris Judd [REDACTED]
Subject: Opposition to all billboards

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I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

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The scenic route of Loop 303 must not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED] >
Sent: Tuesday, August 10, 2021 11:32 AM
To: Mayor [REDACTED] >; Roland Winters <[REDACTED]>; Aly Cline [REDACTED] >; Patrick Duffy [REDACTED] >; Ken Remley [REDACTED] >; Jack Hastings [REDACTED] >; Chris Judd [REDACTED]
Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group

[REDACTED]
www.DCSRealty.com

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 9, 2021 3:58 PM
To: Ashley Labhart
Cc: Chris Judd; Lloyd Abrams; Skip Hall
Subject: FW: Follow-up to my earlier email re: the proposed billboard on the 303

Hi, Ashley! Please retain email with the case file.

Thank you!

Best,

Jodi

From: [REDACTED]
Sent: Sunday, August 8, 2021 1:50 PM
To: Mayor [REDACTED]; Roland Winters [REDACTED]; Aly Cline [REDACTED]
[REDACTED]; Patrick Duffy [REDACTED]; Ken Remley [REDACTED];
Jack Hastings [REDACTED]; Chris Judd [REDACTED]
Subject: RE: Follow-up to my earlier email re: the proposed billboard on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I must apologize for a math error regarding the number of times that a 'flip' will be displayed in my previous email. I miscalculated the number of times that a 'flip' will be seen per day.

As the article in the Sun City West Independent says, each 'flip' will be shown approximately once per minute. Using the premise in my previous email, there are 1,020 minutes between 6:00 AM and 11:00 PM each day. That means that a "Welcome to the City of Surprise" ad would be seen over a thousand times per day. While this number is less than the incorrect number of showings I previously calculated, it is still a significant number. My comments regarding keeping the City's ad fresh and relevant are still valid, despite my error.

I apologize for my error and hope that this update helps.

Jack

From: [REDACTED]
Sent: Friday, August 6, 2021 9:36 PM
To: [REDACTED]
[REDACTED]
[REDACTED]
Subject: Follow-up to my earlier email re: the proposed billboard on the 303

After reading the article about the proposed electronic billboard on the Loop 303 in the Sun City West Independent (Wednesday, 4 August 2021), I hope the Surprise City Council is taking the following items into consideration:

1. The value of a 'flip' to the City of Surprise. The article said that the City would receive one of eight 'flips' that would recycle on the billboard every day. I hope the Council has asked the media company's representative, Kurt Jones, to assign a monetary number of that 'flip' to better help the Council understand the value of what the City will receive. For ease of comparison, assuming dawn is 6:00 AM and the sign turns off at 11:00 PM, and each 'flip' is eight seconds long (per the article), each flip would be shown 7,650 times (17 hours times 60 minutes times 60 seconds divided by 8 seconds per flip) per day. What type of revenue will the other seven 'flips' generate for the sign owner? Is that comparable to the value of (or revenue from) the 'flips' that the City will get?
2. Mr. Jones suggested that the City have a "Welcome to Surprise" message on the electronic billboard. That message will get tiresome and old after a relatively short period of time. Is the City of Surprise prepared to create new content for its 'flip' for the life of the billboard, or worse, perpetuity? Will content creation be performed by current City staff, or will new headcount be required? Perhaps content creation could be outsourced to a creative company at a cost to the City. Is the City prepared to spend money on such things? What about the extra workload and new responsibilities assigned to City staff to view, comment on, and eventually approve the new content?
3. What is the City's recourse when the electronic billboard eventually breaks (as it inevitably will, especially in Arizona's extreme heat)? Will the City be compensated for 'flips' not shown?
4. How will the City audit the effectiveness of Mr. Jones' proposed "Welcome to Surprise" billboard ads? Is his proposal to give the City one of eight 'flips' merely a handwave to make the Council believe it's getting something of value?

Finally, I feel compelled to comment on Mr. Jones' quote from the article: "It's not a pretty area. You've got the [sound] wall on one side of the freeway and you've got the humongous power line corridor on the other side of the highway." I would expect Mr. Jones to say something as insulting and inane as that. He misses the fact that there is still beauty to be found in the desert, despite the presence of power lines and walls. The beautiful Arizona sky that is part of our gorgeous state would be blocked by his ugly billboard monstrosity.

Don't allow him to deflect your attention from the ugliness and foulness that his device will bring to our area. His proposal is a smoke screen to make you forget that the Loop 303 exists for the sole purpose for people to circumvent cities and towns as people rush from one destination to another. This initial billboard would be just the first to make the West Valley look like a city overwhelmed by advertising in a city from a dystopian movie future.

Jack Leary



Robert Kuhfuss

From: Ashley Labhart
Sent: Monday, August 2, 2021 9:49 AM
To: Jodi Tas
Cc: Lloyd Abrams; Robert Kuhfuss
Subject: RE: Billboards

Good morning Jodi, Happy Monday to you as well!

We will ensure this comment is added to the case file, thank you for sending our way.

Best,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Jodi Tas [REDACTED] >
Sent: Monday, August 2, 2021 8:15 AM
To: Ashley Labhart [REDACTED]
Subject: FW: Billboards

Good morning, Ashley! Happy Monday! I hope this message finds you well. Do you happen to know if anyone is keeping track of this item?

Thanks!

Jodi

From: Skip Hall [REDACTED]
Sent: Sunday, August 1, 2021 5:01 PM
To: Josephine Karacsony [REDACTED] >
Cc: Jodi Tas [REDACTED] >
Subject: Re: Billboards

Dear Josephine,
Thank you for taking the time to let us know your view on billboards. We will take your concern into consideration.
Skip

On: 01 August 2021 12:21,
"Josephine Karacsony" [REDACTED] > wrote:

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Please. Please don't consider putting electronic billboards on our highways here in Surprise...you muck up the scenery. This is rate 17. Something that we SERIOUSLY don't need..

NO

Jo Karacsony

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Wednesday, August 11, 2021 8:44 AM
To: John Powell
Cc: Ashley Labhart
Subject: RE: Oppose All Billboards

Good morning! Thank you for your email, Mr. Powell! We will keep it as part of the case file for our reference as we consider and vote on this item.

I appreciate your time and opinion. Have a great day!

Best,

Skip

From: John Powell [REDACTED] >
Sent: Tuesday, August 10, 2021 6:32 PM
To: [REDACTED] Ken.Remley@surpriseaz.gov>;
[REDACTED]
Subject: Oppose All Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Dear Mayor Hall & city Council Members,

I am writing to express my opposition to electronic billboards being considered on the northerly end of the 303.

Many of the surrounding Surprise residents, myself included, do not want our desert community to be disrupted by large and bright electronic billboards.

I would urge you to oppose these electronic billboards

Sincerely,

John Powell
[REDACTED]
Surprise, AZ 85379
[REDACTED]

Robert Kuhfuss

From: Phillips, Amy <[REDACTED]>
Sent: Monday, August 16, 2021 5:16 PM
To: Robert Kuhfuss
Subject: Billboard Sign Ordinance - Text Amendment - Item # 28
Attachments: Report.html

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Hello Mr. Kuhfuss,

Are you able to provide the proposed changes being discussed at tomorrow's meeting? From my records the last discussions were tossed around in March 2018 so curious what the latest rendition entails.

Also is there an option to watch live or at the very least call-in to listen? I see the City is back to full in person meetings in council chambers but was curious if they are other options for those that don't wish to attend in person.

Thank you,

AMY PHILLIPS
Real Estate Manager

[REDACTED]
[REDACTED], Phoenix, AZ, 85016

OUTFRONT

[Please note:](#) All Lease proposals are subject to final
Approval by an authorized signatory of Outfront
Media LLC.

From: [REDACTED]
Sent: Monday, August 16, 2021 8:47 AM
To: Phillips, Amy [REDACTED] >
Subject: StateScape Alerts - Daily for 08/16/2021 11:30 am amy.phillips

EXTERNAL EMAIL

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:26 AM
To: Robert Kuhfuss
Subject: Billoards
Attachments: FW: Billboards; FW: Billboards; FW: Vote No/Deny on Billboards in Surprise!

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:06 AM
To: Robert Kuhfuss
Subject: FW: 303 Billboard

One more

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 8:59 AM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams [REDACTED]
Subject: FW: 303 Billboard

FYI

From: Mary Aigner [REDACTED] >
Sent: Friday, August 13, 2021 3:54 PM
To: Sherry Aguilar [REDACTED] >
Subject: 303 Billboard

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please pass my 'no' vote to install billboards on 303. We don't need further distractions on a road where cars are traveling 65+ miles per hour.

I live at [REDACTED] Surprise 85388

Thanks for your help in keeping things simple.

Mary Aigner

Sent from [Mail](#) for Windows

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 10:11 AM
To: Robert Kuhfuss
Subject: FW: Agenda # 28

[Here another](#)

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Jodi Tas [REDACTED] >
Sent: Monday, August 16, 2021 9:28 AM
To: Ashley Labhart [REDACTED] >
Cc: Skip Hall [REDACTED]; Lloyd Abrams [REDACTED]
Subject: FW: Agenda # 28

From: Alexandra Goedert [REDACTED]
Sent: Friday, August 13, 2021 8:23 PM
To: Mayor [REDACTED]
Subject: Agenda # 28

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

No billboards in our city!

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

Robert Kuhfuss

From: Chris Boyd
Sent: Monday, August 16, 2021 9:48 AM
To: Robert Kuhfuss
Cc: Lloyd Abrams
Subject: FW: Billboard Item!

Rob,

FYI

Thank You,

Chris Boyd
Community Development Director
City of Surprise
16000 N. Civic Center Plaza
Surprise, AZ 85374
[REDACTED]



From: Sherry Aguilar [REDACTED]
Sent: Monday, August 16, 2021 9:36 AM
To: Michael Frazier [REDACTED]; Chris Boyd [REDACTED]; Mike Gent [REDACTED]; Robert Wingo <[REDACTED]>
Subject: Billboard Item!

Hello, just a heads up, we have a few public comment forms submitted for the Billboard item for tomorrow night. I have already advised the Mayor.

Thank you,

Sherry Ann Aguilar, City Clerk, MMC
16000 N. Civic Center Plaza
Surprise, AZ. 85374
[REDACTED]

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 2:43 PM
To: Robert Kuhfuss
Subject: FW: billboards on the 303

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Mayor [REDACTED]
Sent: Monday, August 16, 2021 2:17 PM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams [REDACTED]; Skip Hall <[REDACTED]>
Subject: FW: billboards on the 303

[Another one!](#)

From: Brad. Finkbeiner [REDACTED]
Sent: Monday, August 16, 2021 1:15 PM
To: Sherry Aguilar [REDACTED]; Patrick Duffy [REDACTED]; Mayor [REDACTED]
Subject: billboards on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

My name is Brad Finkbeiner. I live at [REDACTED], here In Surprise. Please vote NO to billboards on the 303. The 303 is a scenic, beautiful route.

--

All that we are is the result of what we have thought. The mind is everything. What we think we become

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:24 AM
To: Robert Kuhfuss
Subject: FW: No billboards!

Lloyd Abrams
Assistant Director
Community Development
City of Surprise
[REDACTED]

-----Original Message-----

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 9:23 AM
To: Ashley Labhart [REDACTED]
Cc: Skip Hall [REDACTED] v>; Lloyd Abrams [REDACTED]
Subject: FW: No billboards!

Good morning, Ashley! Just an fyi - I will be forwarding you a few of these messages this morning.

Have a great day!

Best,

Jodi

-----Original Message-----

From: Joanne Miner [REDACTED]
Sent: Saturday, August 14, 2021 6:58 PM
To: Mayor [REDACTED] >
Subject: No billboards!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I understand a vote is scheduled regarding billboards.

I am a Surprise resident in Sun City Grand

Billboards are totally tacky and a blight on the environment.

Vote NO on billboards!

Joanne Miner

Sent from Joanne's iPad.

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:17 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

And another.

From: Paula Phillips [REDACTED]
Sent: Friday, August 13, 2021 6:10 PM
To: Mayor [REDACTED]
Subject: Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I need to express my opinion on the billboards & the proposal of placing them along 303. I think the billboards are a tremendous distraction while you are driving. Trying to read what it says, while you should have your complete attention on your driving.

It is also my opinion that the billboards cheapen the look of the area...takes away from the beauty of our West Valley.

Please don't go forward with the billboards plan.

Thank you for reading my email & considering my objection.

Paula Phillips
Sara Ann Ranch
Surprise AZ

Sent from my T-Mobile 5G Device
Get [Outlook for Android](#)

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:36 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Billboards in Surprise on the 303

And another one.

-----Original Message-----

From: Jennifer LeFevre [REDACTED]
Sent: Friday, August 13, 2021 1:08 PM
To: Mayor [REDACTED]
Subject: Billboards in Surprise on the 303

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I am sincerely upset with the fact Surprise is considering Billboards in Surprise. Surprise isn't some large Metropolis like Phoenix. We neither want or need Billboards in our city, especially on a brand new Freeway system like the 303. We have a beautiful clean highway in the 303, and we have enough distractions like wrong way drivers to contend with here. We especially don't need an electronic Billboard, which in itself is a distraction to motorists, just like the one on Bell Road for the Motorhome dealership.

I can think of no redeeming quality of having a blight of Billboards in our FAIR City. The operative word being FAIR. I have lived in California where they are a definite eyesore to local cities. I do NOT wish that for the City of Surprise.

Jennifer M. LeFevre

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:15 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards on the 303

Good evening! Another one for the record.

Thank you!

Jodi

From: [REDACTED]
Sent: Friday, August 13, 2021 6:03 PM
To: Mayor [REDACTED]
Subject: Billboards on the 303

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We are strongly opposed to billboards of any kind, moreover electronic in nature that are potentially a distraction to drivers on the 303. With the growing number of vehicles on the 303 today, it is impairative that concentration and safety are the key factors. Also, large billboards of any type diminish and take away from the natural beauty of our landscape. We, Surprise citizens and taxpayers, Andrew & Tracy Burch would appreciate your support in this matter, not only for today, but for the betterment of our future. Thank you for your concern.

Sent via the Samsung Galaxy S10+, an AT&T 5G Evolution capable smartphone

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:14 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

Good evening! Another one for the record.

Thank you!

Best,

Jodi

From: CASEY LU RAYMER <[REDACTED]>
Sent: Friday, August 13, 2021 5:40 PM
To: Mayor [REDACTED]
Subject: Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We do not want billboards along the 303. We do not need distractions along the 303. That is one area we need to keep different from other cities like Phoenix. We don't need billboards along the 303 to take away from our beautiful drive of desert landscaping, rose fields. Keep things simple here. No digital billboards or any billboards for that matter.

Best Regards,

Casey Lu Raymer

Leslie Paige Interiors LLC



Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:35 PM
To: Ashley Labhart
Cc: Lloyd Abrams; Robert Wingo
Subject: FW: No New Billboards, Please!

And another!

From: Philis D [REDACTED]
Sent: Friday, August 13, 2021 4:04 PM
To: Mayor [REDACTED]
Subject: No New Billboards, Please!

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Thank you for making the right choice regarding billboards on the 303. Vote no!

Philis Davis
Resident of Surprise since February 1998

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:32 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Proposed electronic billboards / City Council meeting August 17, 2021
Attachments: 8-12-21Billboardletter.pdf

Hi, Ashley! Please place the attached letter in the respective case file.

Thank you!

Best,

Jodi

From: Susan & Winston Duxbury [REDACTED]
Sent: Thursday, August 12, 2021 7:39 PM
To: [REDACTED]
Subject: Proposed electronic billboards / City Council meeting August 17, 2021

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please read the attached letter
Thank You

Susan Duxbury

Sent from [Mail](#) for Windows

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:07 AM
To: Robert Kuhfuss
Subject: FW: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

-----Original Message-----

From: Jodi Tas [REDACTED]
Sent: Tuesday, August 17, 2021 9:53 AM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams [REDACTED]; Skip Hall [REDACTED]
Subject: FW: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

Good morning! Please add to billboard file.

Thank you!

Best,

Jodi

-----Original Message-----

From: Denise Westphal [REDACTED]
Sent: Monday, August 16, 2021 5:22 PM
To: Mayor [REDACTED]
Subject: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Sent from my iPhone

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:06 AM
To: Robert Kuhfuss
Subject: FW: Vote No to Billboards—do not approve Billboards

From: Jodi Tas [REDACTED] >
Sent: Tuesday, August 17, 2021 9:54 AM
To: Ashley Labhart [REDACTED]
Subject: FW: Vote No to Billboards—do not approve Billboards

Another email for the file.

Thank you!

Best,

Jodi

From: Donna LaPorte [REDACTED]
Sent: Monday, August 16, 2021 4:42 PM
To: Mayor [REDACTED]
Subject: Vote No to Billboards—do not approve Billboards

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Mayor Hall,
I am a registered voter in Surprise. Please vote No to Billboards in Surprise.
Let us maintain our dark skies and scenic route without the clutter and **distraction** of advertising & lights.
Billboards are of no financial gain to the City. We do not need a 20 second free advertising mentioned by the representative. The BEST advertising for our great City is a scenic route without billboards. Let us continue on the path that has been paved by previous City Council members: NO BILLBOARDS!
Donna LaPorte
[REDACTED]
Surprise, AZ 85379

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:33 AM
To: Ashley Labhart
Cc: Lloyd Abrams; Skip Hall
Subject: FW: Against the proposed electronic billboard on Loop 303

Hi, Ashley! I am not sure if you already received this email but if not, please add to the list.

Thank you!

Jodi

From: [REDACTED]
Sent: Monday, August 2, 2021 10:16 AM
To: [REDACTED]
Subject: Against the proposed electronic billboard on Loop 303

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am vehemently against any type of billboard on the Loop 303. Arizona is known for its beautiful desertscapes and natural surroundings. It's bad enough that development of land around the 303 is being developed, leading to views of look-alike homes and warehouses. We're constantly bombarded with ads and commercials in our daily lives – on the television, radio our phones, on the Internet, in print, etc. Please do not add to the cacophony and intrusion of our daily lives.

If Surprise moves forward with the proposed billboard on the Loop 303, I pledge now not to engage with any company, organization, or individual who may advertise on any signs, of any type.

Jack Leary
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED] >
Sent: Tuesday, August 10, 2021 11:32 AM
To: [REDACTED]
[REDACTED]
Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group

[REDACTED]
www.DCSRealty.com

Robert Kuhfuss

From: Robert Kuhfuss
Sent: Thursday, August 5, 2021 2:17 PM
To: [REDACTED]
Subject: FW: Contact Information Request for Planning and Zoning Commission

Ms. Renz,

Thank for your email and sorry for the delay in getting back to you. I am the planner on this case and would be happy to answer any questions.

I will be here the remainder of the day, but will be taking a long weekend. In any event, feel free to respond via email or by phone.

Robert H. Kuhfuss, AICP, MPA
City of Surprise Community Development Department
16000 North Civic Center Plaza
Surprise, AZ 85374-7470
[REDACTED]

From: Ashley Labhart [REDACTED]
Sent: Monday, August 2, 2021 11:51 AM
To: Robert Kuhfuss [REDACTED]
Subject: FW: Contact Information Request for Planning and Zoning Commission

Rob,

Will you be able to reach out to Ms. Renz regarding this?

Thank you,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Melanie Renz [REDACTED]
Sent: Sunday, August 1, 2021 7:56 AM
To: Ashley Labhart [REDACTED] >
Subject: Contact Information Request for Planning and Zoning Commission

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Hello,

I read in the Surprise Independent that our city is considering electric billboards and would like to share some concerns about this. Can you please advise of the email/contact information of who I would contact to share these concerns?

Regards,

Melanie Renz

[REDACTED]

Surprise, AZ 85388

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:35 AM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams
Subject: FW: OPPOSING BILLBOARDS IN SURPRISE

And another...

Thank you!

Best,

Jodi

From: Gina Johns [REDACTED]
Sent: Sunday, August 1, 2021 7:12 PM
To: [REDACTED]
[REDACTED]

Subject: OPPOSING BILLBOARDS IN SURPRISE

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

[REDACTED]

We are requesting our voice to be heard that we are OPPOSING ANY BILLBOARDS in SURPRISE, SUN CITY, SUN CITY WEST AND PEORIA!!! We moved here for the specific reason of the Scenic Routes and the Dark Skies.

OUR VOTES ARE NO BILLBOARDS!!!!!!

Thank you!

Peace,

Gina Johns (registered voter)

Dakota Johns (registered voter)

[REDACTED], Surprise, AZ 85387

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

From: Dennis Vanderplow <ddv81570@gmail.com>

Sent: Friday, August 6, 2021 10:42 AM

To: [REDACTED]

Subject: Opposition to all billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

Tenant gateway signs at local shopping centers are appropriate, but not electronic or lighted billboards that are currently being proposed.

The scenic route of Loop 303 must not not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

[And another...](#)

From: Dennis Vanderplow [REDACTED]
Sent: Friday, August 6, 2021 10:42 AM
To: [REDACTED]
Subject: Opposition to all billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

Tenant gateway signs at local shopping centers are appropriate, but not electronic or lighted billboards that are currently being proposed.

The scenic route of Loop 303 must not not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED] >
Sent: Tuesday, August 10, 2021 11:32 AM
To: [REDACTED]
[REDACTED]
Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group

[REDACTED]
www.DCSRealty.com

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 9, 2021 3:58 PM
To: Ashley Labhart
Cc: Chris Judd; Lloyd Abrams; Skip Hall
Subject: FW: Follow-up to my earlier email re: the proposed billboard on the 303

Hi, Ashley! Please retain email with the case file.

Thank you!

Best,

Jodi

From: [REDACTED]
Sent: Sunday, August 8, 2021 1:50 PM
To: [REDACTED]
Subject: RE: Follow-up to my earlier email re: the proposed billboard on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I must apologize for a math error regarding the number of times that a 'flip' will be displayed in my previous email. I miscalculated the number of times that a 'flip' will be seen per day.

As the article in the Sun City West Independent says, each 'flip' will be shown approximately once per minute. Using the premise in my previous email, there are 1,020 minutes between 6:00 AM and 11:00 PM each day. That means that a "Welcome to the City of Surprise" ad would be seen over a thousand times per day. While this number is less than the incorrect number of showings I previously calculated, it is still a significant number. My comments regarding keeping the City's ad fresh and relevant are still valid, despite my error.

I apologize for my error and hope that this update helps.

Jack

From: [REDACTED]
Sent: Friday, August 6, 2021 9:36 PM
To: [REDACTED]
Subject: Follow-up to my earlier email re: the proposed billboard on the 303

After reading the article about the proposed electronic billboard on the Loop 303 in the Sun City West Independent (Wednesday, 4 August 2021), I hope the Surprise City Council is taking the following items into consideration:

1. The value of a 'flip' to the City of Surprise. The article said that the City would receive one of eight 'flips' that would recycle on the billboard every day. I hope the Council has asked the media company's representative, Kurt Jones, to assign a monetary number of that 'flip' to better help the Council understand the value of what the City will receive. For ease of comparison, assuming dawn is 6:00 AM and the sign turns off at 11:00 PM, and each 'flip' is eight seconds long (per the article), each flip would be shown 7,650 times (17 hours times 60 minutes times 60 seconds divided by 8 seconds per flip) per day. What type of revenue will the other seven 'flips' generate for the sign owner? Is that comparable to the value of (or revenue from) the 'flips' that the City will get?
2. Mr. Jones suggested that the City have a "Welcome to Surprise" message on the electronic billboard. That message will get tiresome and old after a relatively short period of time. Is the City of Surprise prepared to create new content for its 'flip' for the life of the billboard, or worse, perpetuity? Will content creation be performed by current City staff, or will new headcount be required? Perhaps content creation could be outsourced to a creative company at a cost to the City. Is the City prepared to spend money on such things? What about the extra workload and new responsibilities assigned to City staff to view, comment on, and eventually approve the new content?
3. What is the City's recourse when the electronic billboard eventually breaks (as it inevitably will, especially in Arizona's extreme heat)? Will the City be compensated for 'flips' not shown?
4. How will the City audit the effectiveness of Mr. Jones' proposed "Welcome to Surprise" billboard ads? Is his proposal to give the City one of eight 'flips' merely a handwave to make the Council believe it's getting something of value?

Finally, I feel compelled to comment on Mr. Jones' quote from the article: "It's not a pretty area. You've got the [sound] wall on one side of the freeway and you've got the humongous power line corridor on the other side of the highway." I would expect Mr. Jones to say something as insulting and inane as that. He misses the fact that there is still beauty to be found in the desert, despite the presence of power lines and walls. The beautiful Arizona sky that is part of our gorgeous state would be blocked by his ugly billboard monstrosity.

Don't allow him to deflect your attention from the ugliness and foulness that his device will bring to our area. His proposal is a smoke screen to make you forget that the Loop 303 exists for the sole purpose for people to circumvent cities and towns as people rush from one destination to another. This initial billboard would be just the first to make the West Valley look like a city overwhelmed by advertising in a city from a dystopian movie future.

Jack Leary



Robert Kuhfuss

From: Ashley Labhart
Sent: Monday, August 2, 2021 9:49 AM
To: Jodi Tas
Cc: Lloyd Abrams; Robert Kuhfuss
Subject: RE: Billboards

Good morning Jodi, Happy Monday to you as well!

We will ensure this comment is added to the case file, thank you for sending our way.

Best,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Jodi Tas [REDACTED] >
Sent: Monday, August 2, 2021 8:15 AM
To: Ashley Labhart [REDACTED] >
Subject: FW: Billboards

Good morning, Ashley! Happy Monday! I hope this message finds you well. Do you happen to know if anyone is keeping track of this item?

Thanks!

Jodi

From: Skip Hall [REDACTED] >
Sent: Sunday, August 1, 2021 5:01 PM
To: Josephine Karacsony [REDACTED] >
Cc: Jodi Tas [REDACTED]
Subject: Re: Billboards

Dear Josephine,
Thank you for taking the time to let us know your view on billboards. We will take your concern into consideration.
Skip

On: 01 August 2021 12:21,
"Josephine Karacsony" [REDACTED] > wrote:

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Please. Please don't consider putting electronic billboards on our highways here in Surprise...you muck up the scenery. This is rate 17. Something that we SERIOUSLY don't need..

NO

Jo Karacsony

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Wednesday, August 11, 2021 8:44 AM
To: John Powell
Cc: Ashley Labhart
Subject: RE: Oppose All Billboards

Good morning! Thank you for your email, Mr. Powell! We will keep it as part of the case file for our reference as we consider and vote on this item.

I appreciate your time and opinion. Have a great day!

Best,

Skip

From: John Powell [REDACTED] >
Sent: Tuesday, August 10, 2021 6:32 PM
To: [REDACTED]
[REDACTED]
Subject: Oppose All Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Dear Mayor Hall & city Council Members,

I am writing to express my opposition to electronic billboards being considered on the northerly end of the 303.

Many of the surrounding Surprise residents, myself included, do not want our desert community to be disrupted by large and bright electronic billboards.

I would urge you to oppose these electronic billboards

Sincerely,

John Powell
[REDACTED]
Surprise, AZ 85379
[REDACTED]

Robert Kuhfuss

From: Phillips, Amy [REDACTED]
Sent: Monday, August 16, 2021 5:16 PM
To: Robert Kuhfuss
Subject: Billboard Sign Ordinance - Text Amendment - Item # 28
Attachments: Report.html

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Hello Mr. Kuhfuss,

Are you able to provide the proposed changes being discussed at tomorrow's meeting? From my records the last discussions were tossed around in March 2018 so curious what the latest rendition entails.

Also is there an option to watch live or at the very least call-in to listen? I see the City is back to full in person meetings in council chambers but was curious if they are other options for those that don't wish to attend in person.

Thank you,

AMY PHILLIPS
Real Estate Manager

[REDACTED]
[REDACTED] Phoenix, AZ, 85016

OUTFRONT

[Please note:](#) All Lease proposals are subject to final
Approval by an authorized signatory of Outfront
Media LLC.

From: [REDACTED]
Sent: Monday, August 16, 2021 8:47 AM
To: [REDACTED]
Subject: StateScape Alerts - Daily for 08/16/2021 11:30 am amy.phillips

EXTERNAL EMAIL

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:26 AM
To: Robert Kuhfuss
Subject: Billoards
Attachments: FW: Billboards; FW: Billboards; FW: Vote No/Deny on Billboards in Surprise!

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:06 AM
To: Robert Kuhfuss
Subject: FW: 303 Billboard

One more

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 8:59 AM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams [REDACTED] >
Subject: FW: 303 Billboard

FYI

From: Mary Aigner [REDACTED]
Sent: Friday, August 13, 2021 3:54 PM
To: Sherry Aguilar [REDACTED]
Subject: 303 Billboard

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please pass my 'no' vote to install billboards on 303. We don't need further distractions on a road where cars are traveling 65+ miles per hour.

I live at [REDACTED] Surprise 85388

Thanks for your help in keeping things simple.

Mary Aigner

Sent from [Mail](#) for Windows

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 10:11 AM
To: Robert Kuhfuss
Subject: FW: Agenda # 28

[Here another](#)

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*

[REDACTED]

From: Jodi Tas [REDACTED] >
Sent: Monday, August 16, 2021 9:28 AM
To: Ashley Labhart [REDACTED] >
Cc: Skip Hall [REDACTED]; Lloyd Abrams [REDACTED]
Subject: FW: Agenda # 28

From: Alexandra Goedert [REDACTED]
Sent: Friday, August 13, 2021 8:23 PM
[REDACTED] <Mayor@surpriseaz.gov>
Subject: Agenda # 28

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

No billboards in our city!

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

Robert Kuhfuss

From: Chris Boyd
Sent: Monday, August 16, 2021 9:48 AM
To: Robert Kuhfuss
Cc: Lloyd Abrams
Subject: FW: Billboard Item!

Rob,

FYI

Thank You,

Chris Boyd
Community Development Director
City of Surprise
16000 N. Civic Center Plaza
Surprise, AZ 85374
[REDACTED]



From: Sherry Aguilar [REDACTED]
Sent: Monday, August 16, 2021 9:36 AM
To: [REDACTED]
Subject: Billboard Item!

Hello, just a heads up, we have a few public comment forms submitted for the Billboard item for tomorrow night. I have already advised the Mayor.

Thank you,

Sherry Ann Aguilar, City Clerk, MMC
16000 N. Civic Center Plaza
Surprise, AZ. 85374
[REDACTED]

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 2:43 PM
To: Robert Kuhfuss
Subject: FW: billboards on the 303

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Mayor [REDACTED] >
Sent: Monday, August 16, 2021 2:17 PM
To: Ashley Labhart [REDACTED] >
Cc: Lloyd Abrams [REDACTED] >; Skip Hall [REDACTED]
Subject: FW: billboards on the 303

[Another one!](#)

From: Brad. Finkbeiner [REDACTED]
Sent: Monday, August 16, 2021 1:15 PM
To: Sherry Aguilar [REDACTED]; Patrick Duffy [REDACTED]; Mayor [REDACTED]
Subject: billboards on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

My name is Brad Finkbeiner. I live at [REDACTED] here In Surprise. Please vote NO to billboards on the 303. The 303 is a scenic, beautiful route.

--

All that we are is the result of what we have thought. The mind is everything. What we think we become

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:24 AM
To: Robert Kuhfuss
Subject: FW: No billboards!

Lloyd Abrams
Assistant Director
Community Development
City of Surprise
[REDACTED]

-----Original Message-----

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 9:23 AM
To: Ashley Labhart [REDACTED]
[REDACTED]

Subject: FW: No billboards!

Good morning, Ashley! Just an fyi - I will be forwarding you a few of these messages this morning.

Have a great day!

Best,

Jodi

-----Original Message-----

From: Joanne Miner [REDACTED]
Sent: Saturday, August 14, 2021 6:58 PM
To: Mayor [REDACTED]
Subject: No billboards!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I understand a vote is scheduled regarding billboards.

I am a Surprise resident in Sun City Grand

Billboards are totally tacky and a blight on the environment.

Vote NO on billboards!

Joanne Miner

Sent from Joanne's iPad.

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:17 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

And another.

From: Paula Phillips [REDACTED] >
Sent: Friday, August 13, 2021 6:10 PM
To: Mayor [REDACTED]
Subject: Billboards

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I need to express my opinion on the billboards & the proposal of placing them along 303. I think the billboards are a tremendous distraction while you are driving. Trying to read what it says, while you should have your complete attention on your driving.

It is also my opinion that the billboards cheapen the look of the area...takes away from the beauty of our West Valley.

Please don't go forward with the billboards plan.

Thank you for reading my email & considering my objection.

Paula Phillips
Sara Ann Ranch
Surprise AZ

Sent from my T-Mobile 5G Device
Get [Outlook for Android](#)

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:36 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Billboards in Surprise on the 303

And another one.

-----Original Message-----

From: Jennifer LeFevre [REDACTED]
Sent: Friday, August 13, 2021 1:08 PM
To: Mayor [REDACTED]
Subject: Billboards in Surprise on the 303

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I am sincerely upset with the fact Surprise is considering Billboards in Surprise. Surprise isn't some large Metropolis like Phoenix. We neither want or need Billboards in our city, especially on a brand new Freeway system like the 303. We have a beautiful clean highway in the 303, and we have enough distractions like wrong way drivers to contend with here. We especially don't need an electronic Billboard, which in itself is a distraction to motorists, just like the one on Bell Road for the Motorhome dealership.

I can think of no redeeming quality of having a blight of Billboards in our FAIR City. The operative word being FAIR. I have lived in California where they are a definite eyesore to local cities. I do NOT wish that for the City of Surprise.

Jennifer M. LeFevre

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:15 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards on the 303

Good evening! Another one for the record.

Thank you!

Jodi

From: andyburch57 [REDACTED]
Sent: Friday, August 13, 2021 6:03 PM
To: Mayor [REDACTED] >
Subject: Billboards on the 303

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We are strongly opposed to billboards of any kind, moreover electronic in nature that are potentially a distraction to drivers on the 303. With the growing number of vehicles on the 303 today, it is impairative that concentration and safety are the key factors. Also, large billboards of any type diminish and take away from the natural beauty of our landscape. We, Surprise citizens and taxpayers, Andrew & Tracy Burch would appreciate your support in this matter, not only for today, but for the betterment of our future. Thank you for your concern.

Sent via the Samsung Galaxy S10+, an AT&T 5G Evolution capable smartphone

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:14 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

Good evening! Another one for the record.

Thank you!

Best,

Jodi

From: CASEY LU RAYMER [REDACTED]
Sent: Friday, August 13, 2021 5:40 PM
To: Mayor [REDACTED]
Subject: Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We do not want billboards along the 303. We do not need distractions along the 303. That is one area we need to keep different from other cities like Phoenix. We don't need billboards along the 303 to take away from our beautiful drive of desert landscaping, rose fields. Keep things simple here. No digital billboards or any billboards for that matter.

Best Regards,

Casey Lu Raymer

Leslie Paige Interiors LLC



Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:35 PM
To: Ashley Labhart
Cc: Lloyd Abrams; Robert Wingo
Subject: FW: No New Billboards, Please!

And another!

From: Philis D [REDACTED]
Sent: Friday, August 13, 2021 4:04 PM
To: Mayor [REDACTED]
Subject: No New Billboards, Please!

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Thank you for making the right choice regarding billboards on the 303. Vote no!

Philis Davis
Resident of Surprise since February 1998

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:32 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Proposed electronic billboards / City Council meeting August 17, 2021
Attachments: 8-12-21Billboardletter.pdf

Hi, Ashley! Please place the attached letter in the respective case file.

Thank you!

Best,

Jodi

From: Susan & Winston Duxbury [REDACTED]
Sent: Thursday, August 12, 2021 7:39 PM
To: [REDACTED]
Subject: Proposed electronic billboards / City Council meeting August 17, 2021

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please read the attached letter
Thank You

Susan Duxbury

Sent from [Mail](#) for Windows

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:07 AM
To: Robert Kuhfuss
Subject: FW: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

-----Original Message-----

From: Jodi Tas [REDACTED]
Sent: Tuesday, August 17, 2021 9:53 AM
To: Ashley Labhart [REDACTED] v>
Cc: Lloyd Abrams [REDACTED]; Skip Hall [REDACTED] >
Subject: FW: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

Good morning! Please add to billboard file.

Thank you!

Best,

Jodi

-----Original Message-----

From: Denise Westphal [REDACTED]
Sent: Monday, August 16, 2021 5:22 PM
To: Mayor [REDACTED]
Subject: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Sent from my iPhone

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:06 AM
To: Robert Kuhfuss
Subject: FW: Vote No to Billboards—do not approve Billboards

From: Jodi Tas [REDACTED] >
Sent: Tuesday, August 17, 2021 9:54 AM
To: Ashley Labhart [REDACTED] >
Cc: Lloyd Abrams [REDACTED]; Skip Hall [REDACTED] >
Subject: FW: Vote No to Billboards—do not approve Billboards

Another email for the file.

Thank you!

Best,

Jodi

From: Donna LaPorte [REDACTED]
Sent: Monday, August 16, 2021 4:42 PM
To: Mayor [REDACTED]
Subject: Vote No to Billboards—do not approve Billboards

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Mayor Hall,

I am a registered voter in Surprise. Please vote No to Billboards in Surprise.

Let us maintain our dark skies and scenic route without the clutter and **distraction** of advertising & lights.

Billboards are of no financial gain to the City. We do not need a 20 second free advertising mentioned by the representative. The BEST advertising for our great City is a scenic route without billboards. Let us continue on the path that has been paved by previous City Council members: NO BILLBOARDS!

Donna LaPorte

[REDACTED]
Surprise, AZ 85379

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:07 AM
To: Robert Kuhfuss
Subject: FW: 8/17 agenda item

From: Jodi Tas <[REDACTED]>
Sent: Tuesday, August 17, 2021 9:53 AM
To: Ashley Labhart [REDACTED] >
Cc: Lloyd Abrams [REDACTED] >
Subject: FW: 8/17 agenda item

FYI

From: Tim Jarrell [REDACTED] >
Sent: Monday, August 16, 2021 5:47 PM
To: Mayor [REDACTED] <[REDACTED]>
Subject: 8/17 agenda item

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Mayor Hall,

I just wanted to send you a quick message regarding tomorrow's vote on the proposed billboard ordinance. Please note, my wife, Jessica, and I stand firmly opposed to any new billboard in our city.

All the best,
Tim Jarrell

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:33 AM
To: Ashley Labhart
Cc: Lloyd Abrams; Skip Hall
Subject: FW: Against the proposed electronic billboard on Loop 303

Hi, Ashley! I am not sure if you already received this email but if not, please add to the list.

Thank you!

Jodi

From: jack@learfam.com [REDACTED] >
Sent: Monday, August 2, 2021 10:16 AM
To: [REDACTED]
[REDACTED]

Subject: Against the proposed electronic billboard on Loop 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I am vehemently against any type of billboard on the Loop 303. Arizona is known for its beautiful desertscapes and natural surroundings. It's bad enough that development of land around the 303 is being developed, leading to views of look-alike homes and warehouses. We're constantly bombarded with ads and commercials in our daily lives – on the television, radio our phones, on the Internet, in print, etc. Please do not add to the cacophony and intrusion of our daily lives.

If Surprise moves forward with the proposed billboard on the Loop 303, I pledge now not to engage with any company, organization, or individual who may advertise on any signs, of any type.

Jack Leary
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED]
Sent: Tuesday, August 10, 2021 11:32 AM

To: [REDACTED]
[REDACTED]

Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group

[REDACTED]
www.DCSRealty.com

Robert Kuhfuss

From: Robert Kuhfuss
Sent: Thursday, August 5, 2021 2:17 PM
To: melhale@hotmail.com
Subject: FW: Contact Information Request for Planning and Zoning Commission

Ms. Renz,

Thank for your email and sorry for the delay in getting back to you. I am the planner on this case and would be happy to answer any questions.

I will be here the remainder of the day, but will be taking a long weekend. In any event, feel free to respond via email or by phone.

Robert H. Kuhfuss, AICP, MPA
City of Surprise Community Development Department
16000 North Civic Center Plaza
Surprise, AZ 85374-7470

[REDACTED] 01
robert.kuhfuss@surpriseaz.gov

From: Ashley Labhart <[REDACTED]>
Sent: Monday, August 2, 2021 11:51 AM
To: Robert Kuhfuss [REDACTED]
Subject: FW: Contact Information Request for Planning and Zoning Commission

Rob,

Will you be able to reach out to Ms. Renz regarding this?

Thank you,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Melanie Renz [REDACTED] >
Sent: Sunday, August 1, 2021 7:56 AM
To: Ashley Labhart [REDACTED] >
Subject: Contact Information Request for Planning and Zoning Commission

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Hello,

I read in the Surprise Independent that our city is considering electric billboards and would like to share some concerns about this. Can you please advise of the email/contact information of who I would contact to share these concerns?

Regards,

Melanie Renz

[REDACTED]

Surprise, AZ 85388

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:35 AM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams
Subject: FW: OPPOSING BILLBOARDS IN SURPRISE

And another...

Thank you!

Best,

Jodi

From: Gina Johns [REDACTED]
Sent: Sunday, August 1, 2021 7:12 PM
To: [REDACTED]
[REDACTED]

Subject: OPPOSING BILLBOARDS IN SURPRISE

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

[REDACTED]

We are requesting our voice to be heard that we are OPPOSING ANY BILLBOARDS in SURPRISE, SUN CITY, SUN CITY WEST AND PEORIA!!! We moved here for the specific reason of the Scenic Routes and the Dark Skies.

OUR VOTES ARE NO BILLBOARDS!!!!!!

Thank you!

Peace,

Gina Johns (registered voter)

Dakota Johns (registered voter)

[REDACTED], Surprise, AZ 85387

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

From: Dennis Vanderplow [REDACTED]
Sent: Friday, August 6, 2021 10:42 AM
To: [REDACTED]
Subject: Opposition to all billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

Tenant gateway signs at local shopping centers are appropriate, but not electronic or lighted billboards that are currently being proposed.

The scenic route of Loop 303 must not not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

[And another...](#)

From: Dennis Vanderplow [REDACTED]
Sent: Friday, August 6, 2021 10:42 AM
To: [REDACTED]
Subject: Opposition to all billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

Tenant gateway signs at local shopping centers are appropriate, but not electronic or lighted billboards that are currently being proposed.

The scenic route of Loop 303 must not not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED]
Sent: Tuesday, August 10, 2021 11:32 AM

To: [REDACTED]
[REDACTED]

Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group

[REDACTED]
www.DCSRealty.com

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 9, 2021 3:58 PM
To: Ashley Labhart
Cc: Chris Judd; Lloyd Abrams; Skip Hall
Subject: FW: Follow-up to my earlier email re: the proposed billboard on the 303

Hi, Ashley! Please retain email with the case file.

Thank you!

Best,

Jodi

From: [REDACTED]
Sent: Sunday, August 8, 2021 1:50 PM
To: [REDACTED]
Subject: RE: Follow-up to my earlier email re: the proposed billboard on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I must apologize for a math error regarding the number of times that a 'flip' will be displayed in my previous email. I miscalculated the number of times that a 'flip' will be seen per day.

As the article in the Sun City West Independent says, each 'flip' will be shown approximately once per minute. Using the premise in my previous email, there are 1,020 minutes between 6:00 AM and 11:00 PM each day. That means that a "Welcome to the City of Surprise" ad would be seen over a thousand times per day. While this number is less than the incorrect number of showings I previously calculated, it is still a significant number. My comments regarding keeping the City's ad fresh and relevant are still valid, despite my error.

I apologize for my error and hope that this update helps.

Jack

From: [REDACTED]
Sent: Friday, August 6, 2021 9:36 PM
To: [REDACTED]
Subject: Follow-up to my earlier email re: the proposed billboard on the 303

After reading the article about the proposed electronic billboard on the Loop 303 in the Sun City West Independent (Wednesday, 4 August 2021), I hope the Surprise City Council is taking the following items into consideration:

1. The value of a 'flip' to the City of Surprise. The article said that the City would receive one of eight 'flips' that would recycle on the billboard every day. I hope the Council has asked the media company's representative, Kurt Jones, to assign a monetary number of that 'flip' to better help the Council understand the value of what the City will receive. For ease of comparison, assuming dawn is 6:00 AM and the sign turns off at 11:00 PM, and each 'flip' is eight seconds long (per the article), each flip would be shown 7,650 times (17 hours times 60 minutes times 60 seconds divided by 8 seconds per flip) per day. What type of revenue will the other seven 'flips' generate for the sign owner? Is that comparable to the value of (or revenue from) the 'flips' that the City will get?
2. Mr. Jones suggested that the City have a "Welcome to Surprise" message on the electronic billboard. That message will get tiresome and old after a relatively short period of time. Is the City of Surprise prepared to create new content for its 'flip' for the life of the billboard, or worse, perpetuity? Will content creation be performed by current City staff, or will new headcount be required? Perhaps content creation could be outsourced to a creative company at a cost to the City. Is the City prepared to spend money on such things? What about the extra workload and new responsibilities assigned to City staff to view, comment on, and eventually approve the new content?
3. What is the City's recourse when the electronic billboard eventually breaks (as it inevitably will, especially in Arizona's extreme heat)? Will the City be compensated for 'flips' not shown?
4. How will the City audit the effectiveness of Mr. Jones' proposed "Welcome to Surprise" billboard ads? Is his proposal to give the City one of eight 'flips' merely a handwave to make the Council believe it's getting something of value?

Finally, I feel compelled to comment on Mr. Jones' quote from the article: "It's not a pretty area. You've got the [sound] wall on one side of the freeway and you've got the humongous power line corridor on the other side of the highway." I would expect Mr. Jones to say something as insulting and inane as that. He misses the fact that there is still beauty to be found in the desert, despite the presence of power lines and walls. The beautiful Arizona sky that is part of our gorgeous state would be blocked by his ugly billboard monstrosity.

Don't allow him to deflect your attention from the ugliness and foulness that his device will bring to our area. His proposal is a smoke screen to make you forget that the Loop 303 exists for the sole purpose for people to circumvent cities and towns as people rush from one destination to another. This initial billboard would be just the first to make the West Valley look like a city overwhelmed by advertising in a city from a dystopian movie future.

Jack Leary



Robert Kuhfuss

From: Ashley Labhart
Sent: Monday, August 2, 2021 9:49 AM
To: Jodi Tas
Cc: Lloyd Abrams; Robert Kuhfuss
Subject: RE: Billboards

Good morning Jodi, Happy Monday to you as well!

We will ensure this comment is added to the case file, thank you for sending our way.

Best,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Jodi Tas [REDACTED] >
Sent: Monday, August 2, 2021 8:15 AM
To: Ashley Labhart [REDACTED]
Subject: FW: Billboards

Good morning, Ashley! Happy Monday! I hope this message finds you well. Do you happen to know if anyone is keeping track of this item?

Thanks!

Jodi

From: Skip Hall [REDACTED]
Sent: Sunday, August 1, 2021 5:01 PM
To: Josephine Karacsony [REDACTED]
Cc: Jodi Tas [REDACTED]
Subject: Re: Billboards

Dear Josephine,
Thank you for taking the time to let us know your view on billboards. We will take your concern into consideration.
Skip

On: 01 August 2021 12:21,
"Josephine Karacsony" [REDACTED] wrote:

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Please. Please don't consider putting electronic billboards on our highways here in Surprise...you muck up the scenery. This is rate 17. Something that we SERIOUSLY don't need..

NO

Jo Karacsony

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Wednesday, August 11, 2021 8:44 AM
To: John Powell
Cc: Ashley Labhart
Subject: RE: Oppose All Billboards

Good morning! Thank you for your email, Mr. Powell! We will keep it as part of the case file for our reference as we consider and vote on this item.

I appreciate your time and opinion. Have a great day!

Best,

Skip

From: John Powell [REDACTED]
Sent: Tuesday, August 10, 2021 6:32 PM
To: [REDACTED]
Subject: Oppose All Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Dear Mayor Hall & city Council Members,

I am writing to express my opposition to electronic billboards being considered on the northerly end of the 303.

Many of the surrounding Surprise residents, myself included, do not want our desert community to be disrupted by large and bright electronic billboards.

I would urge you to oppose these electronic billboards

Sincerely,

John Powell
[REDACTED]
Surprise, AZ 85379
[REDACTED]

Robert Kuhfuss

From: Phillips, Amy [REDACTED]
Sent: Monday, August 16, 2021 5:16 PM
To: Robert Kuhfuss
Subject: Billboard Sign Ordinance - Text Amendment - Item # 28
Attachments: Report.html

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Hello Mr. Kuhfuss,

Are you able to provide the proposed changes being discussed at tomorrow's meeting? From my records the last discussions were tossed around in March 2018 so curious what the latest rendition entails.

Also is there an option to watch live or at the very least call-in to listen? I see the City is back to full in person meetings in council chambers but was curious if they are other options for those that don't wish to attend in person.

Thank you,

AMY PHILLIPS
Real Estate Manager

[REDACTED], Phoenix, AZ, 85016

OUTFRONT

[Please note:](#) All Lease proposals are subject to final
Approval by an authorized signatory of Outfront
Media LLC.

From: [REDACTED]
Sent: Monday, August 16, 2021 8:47 AM
To: [REDACTED]
Subject: StateScape Alerts - Daily for 08/16/2021 11:30 am amy.phillips

EXTERNAL EMAIL

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:26 AM
To: Robert Kuhfuss
Subject: Billoards
Attachments: FW: Billboards; FW: Billboards; FW: Vote No/Deny on Billboards in Surprise!

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:06 AM
To: Robert Kuhfuss
Subject: FW: 303 Billboard

One more

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 8:59 AM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams [REDACTED]
Subject: FW: 303 Billboard

FYI

From: Mary Aigner [REDACTED]
Sent: Friday, August 13, 2021 3:54 PM
To: Sherry Aguilar [REDACTED] >
Subject: 303 Billboard

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please pass my 'no' vote to install billboards on 303. We don't need further distractions on a road where cars are traveling 65+ miles per hour.

I live at [REDACTED] Surprise 85388

Thanks for your help in keeping things simple.

Mary Aigner

Sent from [Mail](#) for Windows

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 10:11 AM
To: Robert Kuhfuss
Subject: FW: Agenda # 28

[Here another](#)

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Jodi Tas <[REDACTED]>
Sent: Monday, August 16, 2021 9:28 AM
To: Ashley Labhart [REDACTED] v>
Cc: Skip Hall [REDACTED]; Lloyd Abrams [REDACTED]
Subject: FW: Agenda # 28

From: Alexandra Goedert [REDACTED] >
Sent: Friday, August 13, 2021 8:23 PM
To: Mayor [REDACTED]
Subject: Agenda # 28

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

No billboards in our city!

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

Robert Kuhfuss

From: Chris Boyd
Sent: Monday, August 16, 2021 9:48 AM
To: Robert Kuhfuss
Cc: Lloyd Abrams
Subject: FW: Billboard Item!

Rob,

FYI

Thank You,

Chris Boyd
Community Development Director
City of Surprise
16000 N. Civic Center Plaza
Surprise, AZ 85374
[REDACTED]



From: Sherry Aguilar [REDACTED] >
Sent: Monday, August 16, 2021 9:36 AM
To: Michael Frazier <[REDACTED]>; Chris Boyd <[REDACTED]> Mike Gent
[REDACTED] >; Robert Wingo [REDACTED]
Subject: Billboard Item!

Hello, just a heads up, we have a few public comment forms submitted for the Billboard item for tomorrow night. I have already advised the Mayor.

Thank you,

Sherry Ann Aguilar, City Clerk, MMC
16000 N. Civic Center Plaza
Surprise, AZ. 85374
[REDACTED]

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 2:43 PM
To: Robert Kuhfuss
Subject: FW: billboards on the 303

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Mayor [REDACTED]
Sent: Monday, August 16, 2021 2:17 PM
To: Ashley Labhart [REDACTED] >
Cc: Lloyd Abrams [REDACTED]; Skip Hall [REDACTED]
Subject: FW: billboards on the 303

[Another one!](#)

From: Brad. Finkbeiner [REDACTED]
Sent: Monday, August 16, 2021 1:15 PM
To: Sherry Aguilar [REDACTED] >; Patrick Duffy [REDACTED] Mayor
[REDACTED]
Subject: billboards on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

My name is Brad Finkbeiner. I live at [REDACTED] here In Surprise. Please vote NO to billboards on the 303. The 303 is a scenic, beautiful route.

--

All that we are is the result of what we have thought. The mind is everything. What we think we become

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:24 AM
To: Robert Kuhfuss
Subject: FW: No billboards!

Lloyd Abrams
Assistant Director
Community Development
City of Surprise
[REDACTED]

-----Original Message-----

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 9:23 AM
To: Ashley Labhart [REDACTED] >
Cc: Skip Hall [REDACTED]; Lloyd Abrams [REDACTED]
Subject: FW: No billboards!

Good morning, Ashley! Just an fyi - I will be forwarding you a few of these messages this morning.

Have a great day!

Best,

Jodi

-----Original Message-----

From: Joanne Miner [REDACTED]
Sent: Saturday, August 14, 2021 6:58 PM
To: Mayor [REDACTED]
Subject: No billboards!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I understand a vote is scheduled regarding billboards.

I am a Surprise resident in Sun City Grand

Billboards are totally tacky and a blight on the environment.

Vote NO on billboards!

Joanne Miner

Sent from Joanne's iPad.

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:17 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

And another.

From: Paula Phillips [REDACTED]
Sent: Friday, August 13, 2021 6:10 PM
To: Mayor <[REDACTED]>
Subject: Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I need to express my opinion on the billboards & the proposal of placing them along 303. I think the billboards are a tremendous distraction while you are driving. Trying to read what it says, while you should have your complete attention on your driving.

It is also my opinion that the billboards cheapen the look of the area...takes away from the beauty of our West Valley.

Please don't go forward with the billboards plan.

Thank you for reading my email & considering my objection.

Paula Phillips
Sara Ann Ranch
Surprise AZ

Sent from my T-Mobile 5G Device
Get [Outlook for Android](#)

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:36 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Billboards in Surprise on the 303

And another one.

-----Original Message-----

From: Jennifer LeFevre [REDACTED]
Sent: Friday, August 13, 2021 1:08 PM
To: Mayor [REDACTED]
Subject: Billboards in Surprise on the 303

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I am sincerely upset with the fact Surprise is considering Billboards in Surprise. Surprise isn't some large Metropolis like Phoenix. We neither want or need Billboards in our city, especially on a brand new Freeway system like the 303. We have a beautiful clean highway in the 303, and we have enough distractions like wrong way drivers to contend with here. We especially don't need an electronic Billboard, which in itself is a distraction to motorists, just like the one on Bell Road for the Motorhome dealership.

I can think of no redeeming quality of having a blight of Billboards in our FAIR City. The operative word being FAIR. I have lived in California where they are a definite eyesore to local cities. I do NOT wish that for the City of Surprise.

Jennifer M. LeFevre

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:15 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards on the 303

Good evening! Another one for the record.

Thank you!

Jodi

From: andyburch57 [REDACTED]
Sent: Friday, August 13, 2021 6:03 PM
To: Mayor [REDACTED] >
Subject: Billboards on the 303

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We are strongly opposed to billboards of any kind, moreover electronic in nature that are potentially a distraction to drivers on the 303. With the growing number of vehicles on the 303 today, it is impairative that concentration and safety are the key factors. Also, large billboards of any type diminish and take away from the natural beauty of our landscape. We, Surprise citizens and taxpayers, Andrew & Tracy Burch would appreciate your support in this matter, not only for today, but for the betterment of our future. Thank you for your concern.

Sent via the Samsung Galaxy S10+, an AT&T 5G Evolution capable smartphone

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:14 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

Good evening! Another one for the record.

Thank you!

Best,

Jodi

From: CASEY LU RAYMER [REDACTED]
Sent: Friday, August 13, 2021 5:40 PM
To: Mayor [REDACTED]
Subject: Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We do not want billboards along the 303. We do not need distractions along the 303. That is one area we need to keep different from other cities like Phoenix. We don't need billboards along the 303 to take away from our beautiful drive of desert landscaping, rose fields. Keep things simple here. No digital billboards or any billboards for that matter.

Best Regards,

Casey Lu Raymer

Leslie Paige Interiors LLC



Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:35 PM
To: Ashley Labhart
Cc: Lloyd Abrams; Robert Wingo
Subject: FW: No New Billboards, Please!

And another!

From: Philis D [REDACTED]
Sent: Friday, August 13, 2021 4:04 PM
To: Mayor [REDACTED]
Subject: No New Billboards, Please!

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Thank you for making the right choice regarding billboards on the 303. Vote no!

Philis Davis
Resident of Surprise since February 1998

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:32 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Proposed electronic billboards / City Council meeting August 17, 2021
Attachments: 8-12-21Billboardletter.pdf

Hi, Ashley! Please place the attached letter in the respective case file.

Thank you!

Best,

Jodi

From: Susan & Winston Duxbury [REDACTED] >
Sent: Thursday, August 12, 2021 7:39 PM
To: [REDACTED]
Subject: Proposed electronic billboards / City Council meeting August 17, 2021

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please read the attached letter
Thank You

Susan Duxbury

Sent from [Mail](#) for Windows

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:07 AM
To: Robert Kuhfuss
Subject: FW: 8/17 agenda item

From: Jodi Tas [REDACTED]
Sent: Tuesday, August 17, 2021 9:53 AM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams [REDACTED]
Subject: FW: 8/17 agenda item

FYI

From: Tim Jarrell [REDACTED]
Sent: Monday, August 16, 2021 5:47 PM
To: Mayor [REDACTED]
Subject: 8/17 agenda item

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Mayor Hall,

I just wanted to send you a quick message regarding tomorrow's vote on the proposed billboard ordinance. Please note, my wife, Jessica, and I stand firmly opposed to any new billboard in our city.

All the best,
Tim Jarrell

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:07 AM
To: Robert Kuhfuss
Subject: FW: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

-----Original Message-----

From: Jodi Tas [REDACTED]
Sent: Tuesday, August 17, 2021 9:53 AM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams <[REDACTED]>; Skip Hall <[REDACTED]>
Subject: FW: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

Good morning! Please add to billboard file.

Thank you!

Best,

Jodi

-----Original Message-----

From: Denise Westphal [REDACTED]
Sent: Monday, August 16, 2021 5:22 PM
To: Mayor [REDACTED]
Subject: Please say no to billboards in Surprise! We still have a somewhat rural city and no one wants this! Vote no!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Sent from my iPhone

Robert Kuhfuss

From: Ashley Labhart
Sent: Tuesday, August 17, 2021 11:06 AM
To: Robert Kuhfuss
Subject: FW: Vote No to Billboards—do not approve Billboards

From: Jodi Tas [REDACTED] >
Sent: Tuesday, August 17, 2021 9:54 AM
To: Ashley Labhart [REDACTED] >
Cc: Lloyd Abrams [REDACTED] v>; Skip Hall [REDACTED] >
Subject: FW: Vote No to Billboards—do not approve Billboards

Another email for the file.

Thank you!

Best,

Jodi

From: Donna LaPorte [REDACTED]
Sent: Monday, August 16, 2021 4:42 PM
To: Mayor [REDACTED]
Subject: Vote No to Billboards—do not approve Billboards

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Mayor Hall,

I am a registered voter in Surprise. Please vote No to Billboards in Surprise.

Let us maintain our dark skies and scenic route without the clutter and **distraction** of advertising & lights.

Billboards are of no financial gain to the City. We do not need a 20 second free advertising mentioned by the representative. The BEST advertising for our great City is a scenic route without billboards. Let us continue on the path that has been paved by previous City Council members: NO BILLBOARDS!

Donna LaPorte

[REDACTED]
Surprise, AZ 85379

From: [Jodi Tas](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#); [Skip Hall](#)
Subject: FW: Billboards
Date: Monday, August 16, 2021 9:24:35 AM

-----Original Message-----

From: Cheryl [REDACTED] >
Sent: Saturday, August 14, 2021 1:35 PM
To: Mayor [REDACTED] >
Subject: Billboards

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Dear Mr. Hall—

As a 10+ plus homeowner in Surprise, we are accepting of the phenomenal growth this city has experienced but want it to be known that we are not in favor of ANY type of billboards within our city. The growth of businesses paying taxes and homeownership should be more than enough revenue for the city without the need for advertising in our air space. It's distracting in more ways than one. Please consider denying this proposal.
Sincerely,
Cheryl Allcock

From: [Jodi Tas](#)
To: [Ashley Labhart](#)
Cc: [Skip Hall](#); [Lloyd Abrams](#)
Subject: FW: Billboards
Date: Monday, August 16, 2021 9:25:03 AM

From: Karin Lange [REDACTED]
Sent: Saturday, August 14, 2021 12:33 PM
To: Mayor [REDACTED] >
Subject: Billboards

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I am a resident of Marley Park and am against more billboards! One of the reasons I choose Surprise was the beauty of the fields amidst a city. Allowing more billboards would be a travesty that will be impossible to negate. There are times when common sense needs to rule over money!

Karin Lange
[REDACTED]

From: [Jodi Tas](#)
To: [Ashley Labhart](#)
Cc: [Skip Hall](#); [Lloyd Abrams](#)
Subject: FW: TUESDAY (August 17) - Mayor and Council PUBLIC HEARING on AGENDA ITEM #28 - DENY and continue prohibition of new Billboards in Surprise
Date: Monday, August 16, 2021 9:25:39 AM

From: Nicholas Clower [REDACTED]
Sent: Saturday, August 14, 2021 12:14 PM

To: [REDACTED]
[REDACTED]
[REDACTED]

Subject: TUESDAY (August 17) - Mayor and Council PUBLIC HEARING on AGENDA ITEM #28 - DENY and continue prohibition of new Billboards in Surprise

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Surprise Mayor and Council Members,

I am a registered voter and full time resident of Surprise, AZ.

Please vote to DENY ITEM #28 on the August 17th Public Hearing agenda (see attached screenshot) and continue the prohibition of new Billboards in Surprise.

Thank you in advance!

Nicholas Clower

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Skip Hall](#); [Lloyd Abrams](#)
Subject: FW: TUESDAY (August 17) - Mayor and Council PUBLIC HEARING on AGENDA ITEM #28 - DENY and continue prohibition of new Billboards in Surprise
Date: Monday, August 16, 2021 9:26:13 AM

From: karren8141 [REDACTED]
Sent: Saturday, August 14, 2021 12:08 PM

To: [REDACTED]
[REDACTED]
[REDACTED]

Subject: TUESDAY (August 17) - Mayor and Council PUBLIC HEARING on AGENDA ITEM #28 - DENY and continue prohibition of new Billboards in Surprise

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Surprise Mayor and Council Members,

I am a full time resident of and home owner in Surprise, AZ.

Please vote to DENY ITEM #28 on the August 17th Public Hearing agenda (see attached screenshot) and continue the prohibition of new Billboards in Surprise.

Thank you in advance!

Karen Stamm

From: [Jodi Tas](#)
To: [Ashley Labhart](#)
Cc: [Skip Hall](#); [Lloyd Abrams](#)
Subject: FW: Vote No/Deny on Billboards in Surprise!
Date: Monday, August 16, 2021 9:24:07 AM

-----Original Message-----

From: Tony DePirro [REDACTED]
Sent: Saturday, August 14, 2021 2:52 PM
To: Mayor [REDACTED]
Subject: Vote No/Deny on Billboards in Surprise!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

To Mayor Skip Hall,

Please consider the beauty of the city by keeping billboards out of Surprise! They're a defunct form of advertising, benefit nobody except the companies that install them and the ad agencies afterwards, they cause light pollution and are an ugly distraction in general.

Consider my vote NO! for billboards in Surprise!

Sincerely,

Tony DePirro, Surprise Resident in Royal Ranch

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:33 AM
To: Ashley Labhart
Cc: Lloyd Abrams; Skip Hall
Subject: FW: Against the proposed electronic billboard on Loop 303

Hi, Ashley! I am not sure if you already received this email but if not, please add to the list.

Thank you!

Jodi

Sent: Monday, August 2, 2021 10:16 AM

To: [REDACTED]

Subject: Against the proposed electronic billboard on Loop 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I am vehemently against any type of billboard on the Loop 303. Arizona is known for its beautiful desertscapes and natural surroundings. It's bad enough that development of land around the 303 is being developed, leading to views of look-alike homes and warehouses. We're constantly bombarded with ads and commercials in our daily lives – on the television, radio our phones, on the Internet, in print, etc. Please do not add to the cacophony and intrusion of our daily lives.

If Surprise moves forward with the proposed billboard on the Loop 303, I pledge now not to engage with any company, organization, or individual who may advertise on any signs, of any type.

Jack Leary
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED] >
Sent: Tuesday, August 10, 2021 11:32 AM
To: [REDACTED]
[REDACTED]
Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group

[REDACTED]
www.DCSRealty.com

Robert Kuhfuss

From: Robert Kuhfuss
Sent: Thursday, August 5, 2021 2:17 PM
To: [REDACTED]
Subject: FW: Contact Information Request for Planning and Zoning Commission

Ms. Renz,

Thank for your email and sorry for the delay in getting back to you. I am the planner on this case and would be happy to answer any questions.

I will be here the remainder of the day, but will be taking a long weekend. In any event, feel free to respond via email or by phone.

Robert H. Kuhfuss, AICP, MPA
City of Surprise Community Development Department
16000 North Civic Center Plaza
Surprise, AZ 85374-7470
[REDACTED]

From: Ashley Labhart [REDACTED] >
Sent: Monday, August 2, 2021 11:51 AM
To: Robert Kuhfuss [REDACTED] >
Subject: FW: Contact Information Request for Planning and Zoning Commission

Rob,

Will you be able to reach out to Ms. Renz regarding this?

Thank you,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Melanie Renz <melhale@hotmail.com>
Sent: Sunday, August 1, 2021 7:56 AM
To: Ashley Labhart <Ashley.Labhart@surpriseaz.gov>
Subject: Contact Information Request for Planning and Zoning Commission

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Hello,

I read in the Surprise Independent that our city is considering electric billboards and would like to share some concerns about this. Can you please advise of the email/contact information of who I would contact to share these concerns?

Regards,

Melanie Renz

[REDACTED]

Surprise, AZ 85388

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 2, 2021 11:35 AM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams
Subject: FW: OPPOSING BILLBOARDS IN SURPRISE

And another...

Thank you!

Best,

Jodi

From: Gina Johns [REDACTED]
Sent: Sunday, August 1, 2021 7:12 PM
To: [REDACTED]
[REDACTED]

Subject: OPPOSING BILLBOARDS IN SURPRISE

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

[REDACTED]

We are requesting our voice to be heard that we are OPPOSING ANY BILLBOARDS in SURPRISE, SUN CITY, SUN CITY WEST AND PEORIA!!! We moved here for the specific reason of the Scenic Routes and the Dark Skies.

OUR VOTES ARE NO BILLBOARDS!!!!!!

Thank you!

Peace,

Gina Johns (registered voter)

Dakota Johns (registered voter)

 Surprise, AZ 85387

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

From: Dennis Vanderplow [REDACTED]
Sent: Friday, August 6, 2021 10:42 AM
To: [REDACTED]
Subject: Opposition to all billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

Tenant gateway signs at local shopping centers are appropriate, but not electronic or lighted billboards that are currently being proposed.

The scenic route of Loop 303 must not not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:18 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Opposition to all billboards

[And another...](#)

From: Dennis Vanderplow [REDACTED] >
Sent: Friday, August 6, 2021 10:42 AM
To: [REDACTED]
[REDACTED]
Subject: Opposition to all billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I am writing to all City Council members to **vote no and oppose all billboards** on any and all public roadways in Surprise especially along Loop 303.

Tenant gateway signs at local shopping centers are appropriate, but not electronic or lighted billboards that are currently being proposed.

The scenic route of Loop 303 must not not be destroyed by commercial signs. Please keep our desertscape as beautiful as can be and maintain the "dark skies" movement.

Respectfully

Dennis Vanderplow
[REDACTED]
[REDACTED]
[REDACTED]

Robert Kuhfuss

From: Jodi Tas
Sent: Tuesday, August 10, 2021 2:15 PM
To: Ashley Labhart
Cc: Lloyd Abrams
Subject: FW: Billboards . . .

Another one for the record.

Thank you!

Jodi

From: Walter Sic [REDACTED] >
Sent: Tuesday, August 10, 2021 11:32 AM
To: [REDACTED]
[REDACTED]
Subject: Billboards . . .

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Good Morning,

My name is Don "Walter" Sic, and I am a registered voter, as well as a 12 year citizen of Surprise. My wife and I also operate our real estate business in Surprise, and conduct most of our business here in Surprise.

My address is: [REDACTED] Surprise AZ 85387.

I want to make it know, that I oppose Billboards in Surprise. They are trashy, and take away from the dark skies. They will cost our beautiful city much more than any "Profits" the city could gain. I fully 100% detest allowing these terrible, gross things in our city.

Thank you for hearing the voices of the citizens of this community, and keeping it family friendly and presentable vs destroying it with unfriendly and corporate grossness.

--

Walter Sic, Lead Agent
DCS Realty Group
[REDACTED]
www.DCSRealty.com

Robert Kuhfuss

From: Jodi Tas
Sent: Monday, August 9, 2021 3:58 PM
To: Ashley Labhart
Cc: Chris Judd; Lloyd Abrams; Skip Hall
Subject: FW: Follow-up to my earlier email re: the proposed billboard on the 303

Hi, Ashley! Please retain email with the case file.

Thank you!

Best,

Jodi

From: [REDACTED]
Sent: Sunday, August 8, 2021 1:50 PM
To: [REDACTED]
Subject: RE: Follow-up to my earlier email re: the proposed billboard on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

I must apologize for a math error regarding the number of times that a 'flip' will be displayed in my previous email. I miscalculated the number of times that a 'flip' will be seen per day.

As the article in the Sun City West Independent says, each 'flip' will be shown approximately once per minute. Using the premise in my previous email, there are 1,020 minutes between 6:00 AM and 11:00 PM each day. That means that a "Welcome to the City of Surprise" ad would be seen over a thousand times per day. While this number is less than the incorrect number of showings I previously calculated, it is still a significant number. My comments regarding keeping the City's ad fresh and relevant are still valid, despite my error.

I apologize for my error and hope that this update helps.

Jack

From: [REDACTED]
Sent: Friday, August 6, 2021 9:36 PM
To: [REDACTED]
Subject: Follow-up to my earlier email re: the proposed billboard on the 303

After reading the article about the proposed electronic billboard on the Loop 303 in the Sun City West Independent (Wednesday, 4 August 2021), I hope the Surprise City Council is taking the following items into consideration:

1. The value of a 'flip' to the City of Surprise. The article said that the City would receive one of eight 'flips' that would recycle on the billboard every day. I hope the Council has asked the media company's representative, Kurt Jones, to assign a monetary number of that 'flip' to better help the Council understand the value of what the City will receive. For ease of comparison, assuming dawn is 6:00 AM and the sign turns off at 11:00 PM, and each 'flip' is eight seconds long (per the article), each flip would be shown 7,650 times (17 hours times 60 minutes times 60 seconds divided by 8 seconds per flip) per day. What type of revenue will the other seven 'flips' generate for the sign owner? Is that comparable to the value of (or revenue from) the 'flips' that the City will get?
2. Mr. Jones suggested that the City have a "Welcome to Surprise" message on the electronic billboard. That message will get tiresome and old after a relatively short period of time. Is the City of Surprise prepared to create new content for its 'flip' for the life of the billboard, or worse, perpetuity? Will content creation be performed by current City staff, or will new headcount be required? Perhaps content creation could be outsourced to a creative company at a cost to the City. Is the City prepared to spend money on such things? What about the extra workload and new responsibilities assigned to City staff to view, comment on, and eventually approve the new content?
3. What is the City's recourse when the electronic billboard eventually breaks (as it inevitably will, especially in Arizona's extreme heat)? Will the City be compensated for 'flips' not shown?
4. How will the City audit the effectiveness of Mr. Jones' proposed "Welcome to Surprise" billboard ads? Is his proposal to give the City one of eight 'flips' merely a handwave to make the Council believe it's getting something of value?

Finally, I feel compelled to comment on Mr. Jones' quote from the article: "It's not a pretty area. You've got the [sound] wall on one side of the freeway and you've got the humongous power line corridor on the other side of the highway." I would expect Mr. Jones to say something as insulting and inane as that. He misses the fact that there is still beauty to be found in the desert, despite the presence of power lines and walls. The beautiful Arizona sky that is part of our gorgeous state would be blocked by his ugly billboard monstrosity.

Don't allow him to deflect your attention from the ugliness and foulness that his device will bring to our area. His proposal is a smoke screen to make you forget that the Loop 303 exists for the sole purpose for people to circumvent cities and towns as people rush from one destination to another. This initial billboard would be just the first to make the West Valley look like a city overwhelmed by advertising in a city from a dystopian movie future.

Jack Leary



Robert Kuhfuss

From: Ashley Labhart
Sent: Monday, August 2, 2021 9:49 AM
To: Jodi Tas
Cc: Lloyd Abrams; Robert Kuhfuss
Subject: RE: Billboards

Good morning Jodi, Happy Monday to you as well!

We will ensure this comment is added to the case file, thank you for sending our way.

Best,

Ashley Labhart
Senior Administrative Specialist

City of Surprise | Community Development
16000 N. Civic Center Plaza | Surprise, AZ 85374
[REDACTED]

From: Jodi Tas [REDACTED] >
Sent: Monday, August 2, 2021 8:15 AM
To: Ashley Labhart [REDACTED] >
Subject: FW: Billboards

Good morning, Ashley! Happy Monday! I hope this message finds you well. Do you happen to know if anyone is keeping track of this item?

Thanks!

Jodi

From: Skip Hall [REDACTED]
Sent: Sunday, August 1, 2021 5:01 PM
To: Josephine Karacsony [REDACTED]
Cc: Jodi Tas [REDACTED]
Subject: Re: Billboards

Dear Josephine,
Thank you for taking the time to let us know your view on billboards. We will take your concern into consideration.
Skip

On: 01 August 2021 12:21,
"Josephine Karacsony" [REDACTED] wrote:

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Please. Please don't consider putting electronic billboards on our highways here in Surprise...you muck up the scenery. This is rate 17. Something that we SERIOUSLY don't need..

NO

Jo Karacsony

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Wednesday, August 11, 2021 8:44 AM
To: John Powell
Cc: Ashley Labhart
Subject: RE: Oppose All Billboards

Good morning! Thank you for your email, Mr. Powell! We will keep it as part of the case file for our reference as we consider and vote on this item.

I appreciate your time and opinion. Have a great day!

Best,

Skip

From: John Powell [REDACTED]
Sent: Tuesday, August 10, 2021 6:32 PM
To: [REDACTED]
Subject: Oppose All Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Dear Mayor Hall & city Council Members,

I am writing to express my opposition to electronic billboards being considered on the northerly end of the 303.

Many of the surrounding Surprise residents, myself included, do not want our desert community to be disrupted by large and bright electronic billboards.

I would urge you to oppose these electronic billboards

Sincerely,

John Powell
[REDACTED]
Surprise, AZ 85379
[REDACTED]

Robert Kuhfuss

From: Phillips, Amy [REDACTED]
Sent: Monday, August 16, 2021 5:16 PM
To: Robert Kuhfuss
Subject: Billboard Sign Ordinance - Text Amendment - Item # 28
Attachments: Report.html

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Hello Mr. Kuhfuss,

Are you able to provide the proposed changes being discussed at tomorrow's meeting? From my records the last discussions were tossed around in March 2018 so curious what the latest rendition entails.

Also is there an option to watch live or at the very least call-in to listen? I see the City is back to full in person meetings in council chambers but was curious if they are other options for those that don't wish to attend in person.

Thank you,

AMY PHILLIPS
Real Estate Manager

[REDACTED], Phoenix, AZ, 85016

OUTFRONT

[Please note:](#) All Lease proposals are subject to final
Approval by an authorized signatory of Outfront
Media LLC.

From: [REDACTED]
Sent: Monday, August 16, 2021 8:47 AM
To: Phillips, Amy [REDACTED]
Subject: StateScape Alerts - Daily for 08/16/2021 11:30 am amy.phillips

EXTERNAL EMAIL

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:26 AM
To: Robert Kuhfuss
Subject: Billoards
Attachments: FW: Billboards; FW: Billboards; FW: Vote No/Deny on Billboards in Surprise!

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:06 AM
To: Robert Kuhfuss
Subject: FW: 303 Billboard

[One more](#)

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 8:59 AM
To: Ashley Labhart [REDACTED]
Cc: Lloyd Abrams [REDACTED]
Subject: FW: 303 Billboard

[FYI](#)

From: Mary Aigner [REDACTED]
Sent: Friday, August 13, 2021 3:54 PM
To: Sherry Aguilar [REDACTED]
Subject: 303 Billboard

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please pass my 'no' vote to install billboards on 303. We don't need further distractions on a road where cars are traveling 65+ miles per hour.

I live at [REDACTED] Surprise 85388

Thanks for your help in keeping things simple.

Mary Aigner

Sent from [Mail](#) for Windows

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 10:11 AM
To: Robert Kuhfuss
Subject: FW: Agenda # 28

[Here another](#)

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Jodi Tas [REDACTED] >
Sent: Monday, August 16, 2021 9:28 AM
To: Ashley Labhart [REDACTED] >
Cc: Skip Hall [REDACTED]; Lloyd Abrams [REDACTED]
Subject: FW: Agenda # 28

From: Alexandra Goedert [REDACTED]
Sent: Friday, August 13, 2021 8:23 PM
To: Mayor [REDACTED]
Subject: Agenda # 28

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

No billboards in our city!

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

Robert Kuhfuss

From: Chris Boyd
Sent: Monday, August 16, 2021 9:48 AM
To: Robert Kuhfuss
Cc: Lloyd Abrams
Subject: FW: Billboard Item!

Rob,

FYI

Thank You,

Chris Boyd
Community Development Director
City of Surprise
16000 N. Civic Center Plaza
Surprise, AZ 85374
[REDACTED]



From: Sherry Aguilar [REDACTED]
Sent: Monday, August 16, 2021 9:36 AM
To: [REDACTED]
Subject: Billboard Item!

Hello, just a heads up, we have a few public comment forms submitted for the Billboard item for tomorrow night. I have already advised the Mayor.

Thank you,

Sherry Ann Aguilar, City Clerk, MMC
16000 N. Civic Center Plaza
Surprise, AZ. 85374
[REDACTED]

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 2:43 PM
To: Robert Kuhfuss
Subject: FW: billboards on the 303

*Lloyd Abrams
Assistant Director
Community Development
City of Surprise*
[REDACTED]

From: Mayor [REDACTED]
Sent: Monday, August 16, 2021 2:17 PM
To: Ashley Labhart [REDACTED]
[REDACTED]
Subject: FW: billboards on the 303

[Another one!](#)

From: Brad. Finkbeiner [REDACTED]
Sent: Monday, August 16, 2021 1:15 PM
To: Sherry Aguilar [REDACTED] >; Patrick Duffy [REDACTED] >; Mayor
<[REDACTED]>
Subject: billboards on the 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

My name is Brad Finkbeiner. I live at [REDACTED] here In Surprise. Please vote NO to billboards on the 303. The 303 is a scenic, beautiful route.

--

All that we are is the result of what we have thought. The mind is everything. What we think we become

Robert Kuhfuss

From: Lloyd Abrams
Sent: Monday, August 16, 2021 9:24 AM
To: Robert Kuhfuss
Subject: FW: No billboards!

Lloyd Abrams
Assistant Director
Community Development
City of Surprise
[REDACTED]

-----Original Message-----

From: Jodi Tas [REDACTED]
Sent: Monday, August 16, 2021 9:23 AM
To: Ashley Labhart [REDACTED]
Cc: Skip Hall <[REDACTED]>
Subject: FW: No billboards!

Good morning, Ashley! Just an fyi - I will be forwarding you a few of these messages this morning.

Have a great day!

Best,

Jodi

-----Original Message-----

From: Joanne Miner <[REDACTED]>
Sent: Saturday, August 14, 2021 6:58 PM
To: Mayor [REDACTED]
Subject: No billboards!

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I understand a vote is scheduled regarding billboards.

I am a Surprise resident in Sun City Grand

Billboards are totally tacky and a blight on the environment.

Vote NO on billboards!

Joanne Miner

Sent from Joanne's iPad.

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:17 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

And another.

From: Paula Phillips [REDACTED]
Sent: Friday, August 13, 2021 6:10 PM
To: Mayor [REDACTED]
Subject: Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

I need to express my opinion on the billboards & the proposal of placing them along 303. I think the billboards are a tremendous distraction while you are driving. Trying to read what it says, while you should have your complete attention on your driving.

It is also my opinion that the billboards cheapen the look of the area...takes away from the beauty of our West Valley.

Please don't go forward with the billboards plan.

Thank you for reading my email & considering my objection.

Paula Phillips
Sara Ann Ranch
Surprise AZ

Sent from my T-Mobile 5G Device
Get [Outlook for Android](#)

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:36 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Billboards in Surprise on the 303

And another one.

-----Original Message-----

From: Jennifer LeFevre [REDACTED]
Sent: Friday, August 13, 2021 1:08 PM
To: Mayor [REDACTED]
Subject: Billboards in Surprise on the 303

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

I am sincerely upset with the fact Surprise is considering Billboards in Surprise. Surprise isn't some large Metropolis like Phoenix. We neither want or need Billboards in our city, especially on a brand new Freeway system like the 303. We have a beautiful clean highway in the 303, and we have enough distractions like wrong way drivers to contend with here. We especially don't need an electronic Billboard, which in itself is a distraction to motorists, just like the one on Bell Road for the Motorhome dealership.

I can think of no redeeming quality of having a blight of Billboards in our FAIR City. The operative word being FAIR. I have lived in California where they are a definite eyesore to local cities. I do NOT wish that for the City of Surprise.

Jennifer M. LeFevre

Sent from my iPad

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:15 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards on the 303

Good evening! Another one for the record.

Thank you!

Jodi

From: [REDACTED]
Sent: Friday, August 13, 2021 6:03 PM
To: Mayor [REDACTED]
Subject: Billboards on the 303

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We are strongly opposed to billboards of any kind, moreover electronic in nature that are potentially a distraction to drivers on the 303. With the growing number of vehicles on the 303 today, it is impairative that concentration and safety are the key factors. Also, large billboards of any type diminish and take away from the natural beauty of our landscape. We, Surprise citizens and taxpayers, Andrew & Tracy Burch would appreciate your support in this matter, not only for today, but for the betterment of our future. Thank you for your concern.

Sent via the Samsung Galaxy S10+, an AT&T 5G Evolution capable smartphone

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 6:14 PM
To: Ashley Labhart; Lloyd Abrams
Cc: Skip Hall
Subject: FW: Billboards

Good evening! Another one for the record.

Thank you!

Best,

Jodi

From: CASEY LU RAYMER [REDACTED]
Sent: Friday, August 13, 2021 5:40 PM
To: Mayor [REDACTED]
Subject: Billboards

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

We do not want billboards along the 303. We do not need distractions along the 303. That is one area we need to keep different from other cities like Phoenix. We don't need billboards along the 303 to take away from our beautiful drive of desert landscaping, rose fields. Keep things simple here. No digital billboards or any billboards for that matter.

Best Regards,

Casey Lu Raymer

Leslie Paige Interiors LLC



Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:35 PM
To: Ashley Labhart
Cc: Lloyd Abrams; Robert Wingo
Subject: FW: No New Billboards, Please!

And another!

From: Philis D [REDACTED]
Sent: Friday, August 13, 2021 4:04 PM
[REDACTED] <Mayor@surpriseaz.gov>
Subject: No New Billboards, Please!

******The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.******

Thank you for making the right choice regarding billboards on the 303. Vote no!

Philis Davis
Resident of Surprise since February 1998

Robert Kuhfuss

From: Mayor
Sent: Friday, August 13, 2021 4:32 PM
To: Ashley Labhart
Cc: Skip Hall; Lloyd Abrams; Robert Wingo
Subject: FW: Proposed electronic billboards / City Council meeting August 17, 2021
Attachments: 8-12-21Billboardletter.pdf

Hi, Ashley! Please place the attached letter in the respective case file.

Thank you!

Best,

Jodi

From: Susan & Winston Duxbury [REDACTED]
Sent: Thursday, August 12, 2021 7:39 PM
To: [REDACTED]
Subject: Proposed electronic billboards / City Council meeting August 17, 2021

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Please read the attached letter
Thank You

Susan Duxbury

Sent from [Mail](#) for Windows

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW: 303 Scenic Corridor Request
Date: Monday, August 30, 2021 3:18:04 PM

FYI

From: Gina Johns [REDACTED] >

Sent: Thursday, August 26, 2021 6:21 PM

To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Subject: 303 Scenic Corridor Request

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Dear Mayor & Council,
We the residents of Surprise, Arizona are requesting that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep Billboards out.
Thank you for your time and attention.
Peace & Kindest Regards,

[REDACTED]

5387

[REDACTED]

From: [Jodi Tas](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW: 303, Scenic corridor
Date: Monday, August 30, 2021 3:16:57 PM

FYI

-----Original Message-----

From: michelle king [REDACTED]
Sent: Saturday, August 28, 2021 11:53 AM
To: [REDACTED]
[REDACTED]
[REDACTED]

Subject: 303, Scenic corridor

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Dear Mayor & Council, We the residents of Surprise, Arizona are requesting
that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep Billboards out. The 303 and how
beautiful it is should not be destroyed with tacky advertising!

Thank you for your time and attention.

Regards,

Kindest
Michelle King

[REDACTED]
Surprise, AZ 85387
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Sent from my iPhone

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW: bill boards
Date: Monday, August 30, 2021 3:17:56 PM

FYI

From: Pia Nielsen [REDACTED]
Sent: Thursday, August 26, 2021 6:31 PM

To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Subject: bill boards

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Dear Mayor & Council,
We the residents of Surprise, Arizona are requesting that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep Billboards out.
Thank you for your time and attention.

Kindest Regards,
Pia H Nie [REDACTED]
[REDACTED]

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW: Keep Billboards Out of Our Beautiful Surprise
Date: Monday, August 30, 2021 3:17:22 PM

FYI

From: Melissa Lloyd [REDACTED]

Sent: Friday, August 27, 2021 12:25 PM

To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Subject: Keep Billboards Out of Our Beautiful Surprise

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Dear Mayor & Council,

We the residents of Surprise, Arizona are requesting that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep Billboards out. They do much more harm than good and take away from the beauty that attracts many to this town.

Thank you for your time and attention and for considering the best needs for this town and its residents.

Kindest Regards,
Melissa Lloyd

[REDACTED]

FYI

Page 224 of 243

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW: No Billboards in Surprise
Date: Monday, August 30, 2021 3:16:29 PM

FYI – for the files.

Thank you!

Jodi

From: [REDACTED]
Sent: Sunday, August 29, 2021 5:41 PM
To: Mayor [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
Subject: No Billboards in Surprise

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Dear Mayor & Council,
We the residents of Surprise, Arizona are requesting that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep all billboards out.

Thank you for your time and attention.

Kindest regards,
Sue Schultz
[REDACTED]

Sent from my Verizon, Samsung Galaxy smartphone

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW: No Billboards on Loop 303
Date: Monday, August 30, 2021 3:17:46 PM

FYI

From: Alice Baker [REDACTED]
Sent: Friday, August 27, 2021 9:16 AM
To: Mayor [REDACTED]
Cc: [REDACTED]
[REDACTED]
[REDACTED]
Subject: No Billboards on Loop 303

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Dear Mayor & Council,
We the residents of Surprise, Arizona are requesting that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep Billboards out.
Thank you for your time and attention.
Kindest Regards,
Alice Baker
[REDACTED].
Surprise AZ

[REDACTED]
[REDACTED]

Alice Baker

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW:
Date: Monday, August 30, 2021 3:18:18 PM

FYI

-----Original Message-----

From: Andy Snyder [REDACTED]
Sent: Thursday, August 26, 2021 6:11 PM
To: [REDACTED]
[REDACTED]; Jack Hastings <Jack.Hastings@surpriseaz.gov>; Chris Judd
<Chris.Judd@surpriseaz.gov>
Subject:

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Dear Mayor & Council,
We the residents of Surprise, Arizona are requesting that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep Billboards out.
Thank you for your time and attention.
Kindest Regards,
[REDACTED] surprise az 85388 [REDACTED]

Andy Snyder

Sent from my iPhone

From: [Mayor](#)
To: [Ashley Labhart](#)
Cc: [Lloyd Abrams](#)
Subject: FW: Loop 303 - Scenic Corridor
Date: Monday, August 30, 2021 3:18:30 PM

From: [REDACTED]
Sent: Thursday, August 26, 2021 6:00 PM
To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
Subject: Loop 303 - Scenic Corridor

*****The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.*****

Dear Mayor & Council,

We the residents of

Surprise, Arizona are requesting that you designate Loop 303 in Surprise, Arizona a Scenic Corridor and keep Billboards out.

Thank you for your time and attention.

Kindest Regards,

Shannon Thompson

[REDACTED]

Get [Outlook for iOS](#)



Billboard Signs FS21-147

City Council Work Session
September 21, 2021

Topics of Discussion

- **Sign Code Background**
- **Proposed code language**
- **Timeline**
- **Questions or Comments**



Background (milestones)

- April 2015 through March 2018: Overhaul of the city's Sign Code
- March 6, 2018: City Council approval of the new Sign Code
- April 5, 2018: New Sign Code goes into effect
- December 2020: Recent approval of the LDO
- May 12, 2021: Outreach meeting
- July 15, 2021: Planning and Zoning Commission
- August 17, 2021: City Council continuance

Proposed Text

(Revise Table 109-1a regarding Permitted Signs)

TABLE 109-1a PERMITTED SIGNS

(P = permitted, shaded cell = not permitted, C = conditional use permit)

Code Reference	Sign Type	Location									
		Public Rights-of-Way	Private Rights-of-Way	Single-Family	Multi-Family	Mixed-Use	Commercial and Industrial	SHD-RO	SHD-CO	Open Space	PF
109-1.9(c)(8)	Freeway Monument Signs						C				
<u>109-1.9(c)(9)</u>	<u>Billboard Signs</u>						<u>C</u>				

Proposed Text

(Revise Section 109-1.7.F.11 regarding Billboard Prohibition)

10. Signs placed in locations that are deemed by the city to present a hazard to public safety, obstruct clear vision in the area, or interferes with the requirements of the Americans with Disabilities Act (42 United States Code sections 12101 through 12213 and 47 United States Code sections 225 and 611);

~~11. Billboard signs.~~

Proposed Text

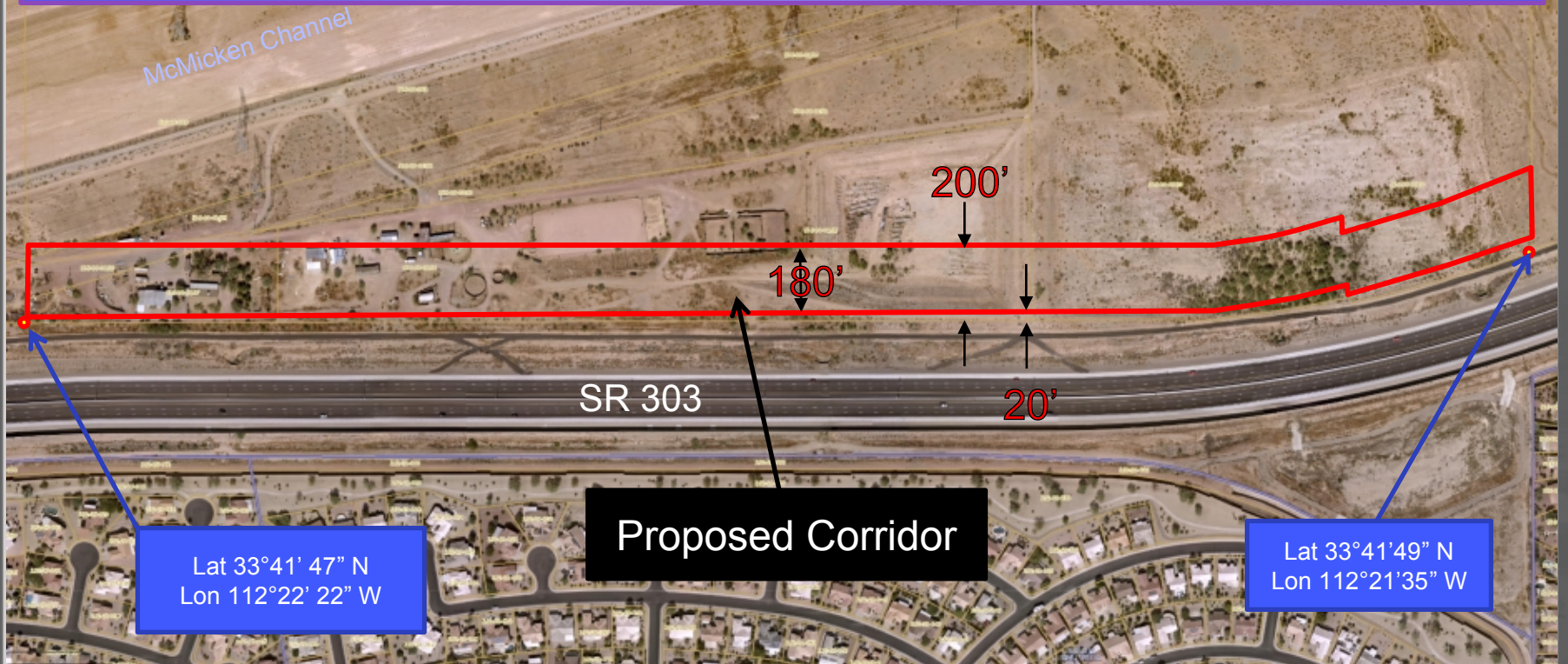
(New Section 109-1.9.C.9 regarding Billboard Signs)

- 9.a – sets up the corridor
- 9.b – sets up additional locational requirements
- 9.c – sets up design requirements
- 9.d – sets up CUP requirement with P&Z approval authority

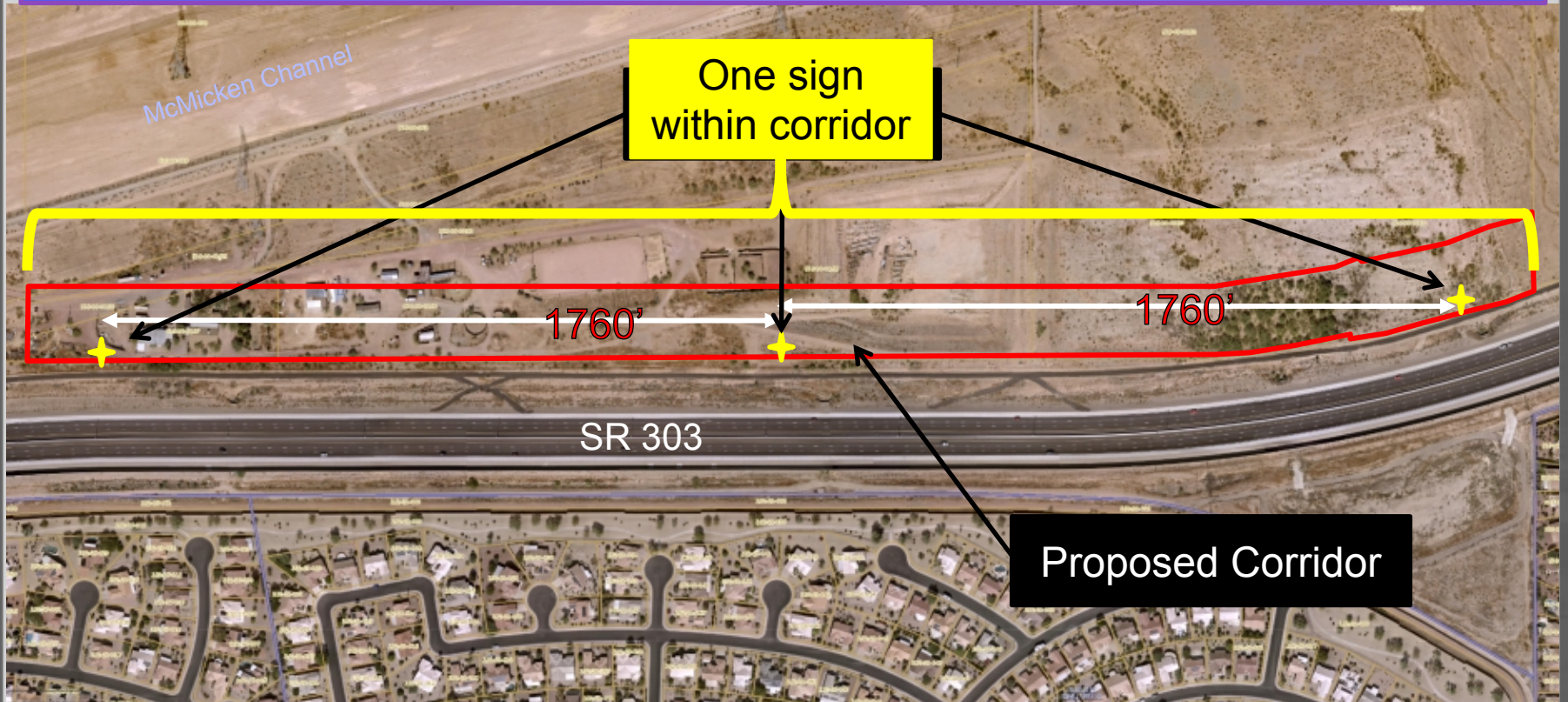


Proposed Corridor Location

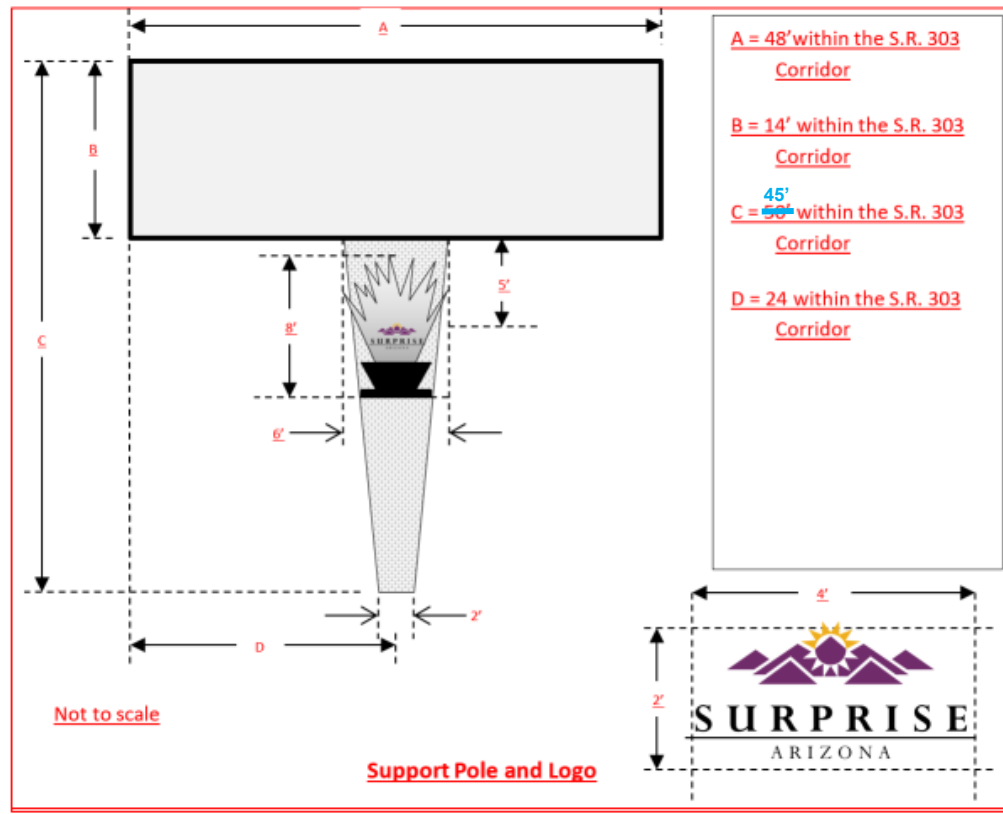
Proposed Corridor Dimensions



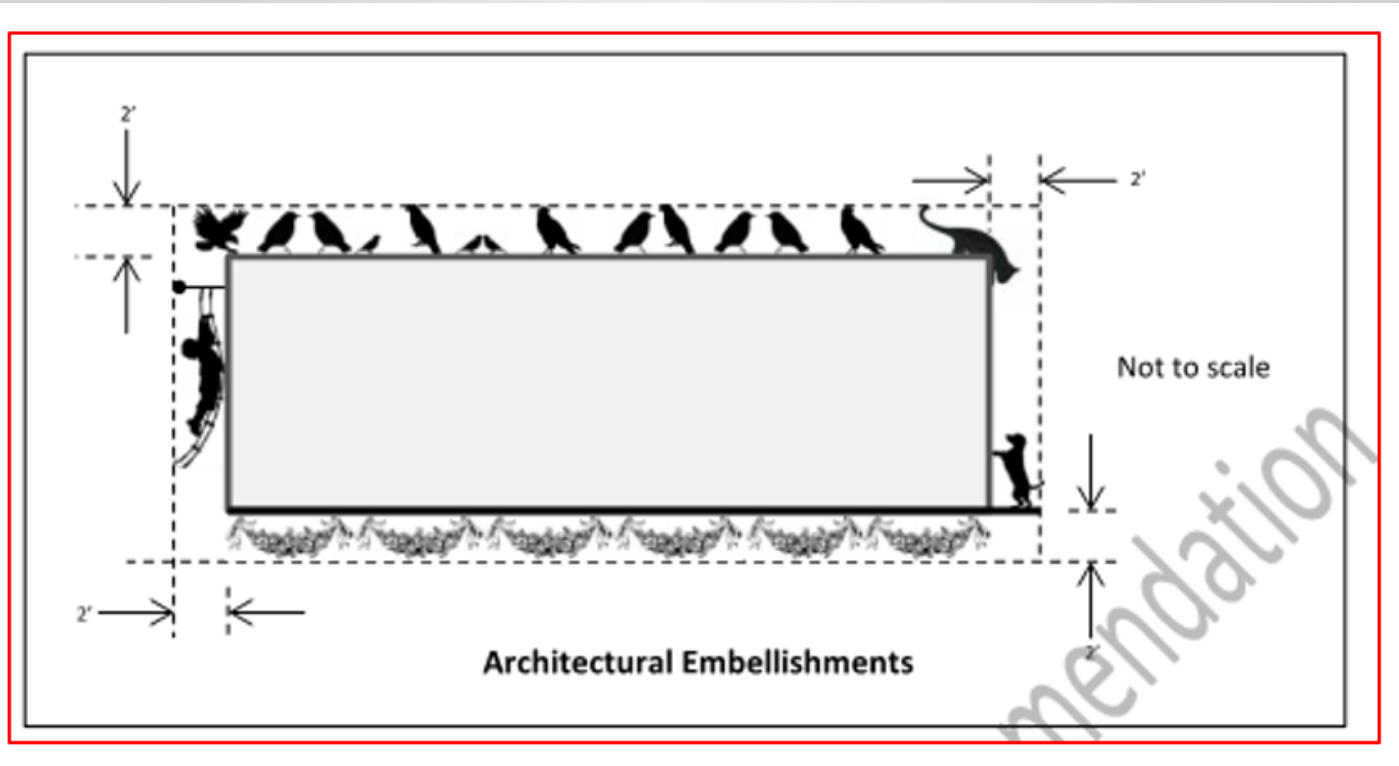
Potential Sign Locations



Proposed Text (New Section 109-1.9.C.9 regarding Billboard Signs)



Proposed Text (New Section 109-1.9.C.9 regarding Billboard Signs)



Proposed Text

(New Section 109-1.11.B.6 re: Electronic Messaging Centers)

6. When Electronic Messaging Centers are utilized in conjunction with a Billboard Sign, the sign area of the Electronic Messaging Center may encompass 100% of the allowable sign area as outlined in Paragraph 109-1.9.C.9.

Outreach

- **May 12, 2021 Outreach Meeting**
- **Recent conversation with Corte Bella HOA**
- **Mounting opposition**
 - **34 items**
 - **5 physical look**
 - **4 dark skies**
 - **20 scenic view / desert beauty**
 - **9 driver distraction**
 - **7 no reason given**

Timeline

➤ **October 19, City Council hearing**



QUESTIONS OR COMMENTS?

Thank You