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To:
Mayor Wolcott and City Council
City of Surprise
16000 N Civic Center Plaza
Surprise, Az 85374

August 1, 2017

Dear Mayor Wolcott and City Council,

I am writing on behalf of the members of WeMAR, the West Maricopa Association of REALTORS®.

In February 2017, you voted to remove temporary sign policies in place since 2009. The reasons for the temporary sign policy are still valid. We request you reconsider, and allow those temporary policies to be put back in place.

Adequate, visible and legible signage is very important to business, their customers and the community. Surprise has several retail and business developments in which signage is not adequate or visible to passersby.

REALTORS® who have been hired to list and sell property on behalf of a property owner, depend on temporary signage to direct potential customers to the property and to identify a property as “for sale” or “for lease”.

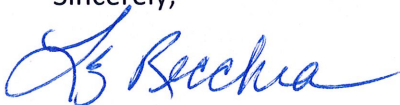
Property owners offering their property for sale or lease, or holding a garage sale, also depend on temporary signage.

The current ban on temporary A-Frame signs and limited temporary signage makes conducting business, open houses and other events extremely difficult. Businesses depend on A-Frame signs to direct customers to the entrance of their complex. REALTORS® conducting open houses rely on A-Frame signs to direct traffic to the property efficiently. Property owners depend on A-Frame signs in a like manner.

Waiting until a new sign ordinance is adopted places a substantial burden on business and property owners.

We ask you to reconsider, and allow the sign policy to be as it has been since 2009 until a new sign ordinance is established.

Sincerely,



Liz Recchia