

Exhibit A
Letters from
HBACA and WeMAR



Home Builders Association of Central Arizona

January 17, 2018

SENT VIA EMAIL

Mr. Chris Jacques, AICP
Planning Director
Planning & Community Development Department
City of Peoria, AZ

Re: TA16-0001: Sign Code Modernization Project

Dear Mr. Jacques:


On behalf of the Home Builders Association of Central Arizona ("HBACA"), thank you very much for the opportunity to work with you on the draft sign code amendment. From the first time we met with the City to review the proposed sign code, our goal was to maintain a rough equivalency of signage options for home builders between the existing code and the amended code. It appears that the draft dated January 18, 2018, accomplishes this goal. In addition, we believe the draft sign code exceeds the City's goal of streamlining the code and making it more user friendly. Of all the draft sign codes we have reviewed, Peoria's draft is the easiest to follow and understand. Therefore, the HBACA is pleased to support its adoption.

While all businesses are concerned about signage to attract customers, home builders face unique challenges as compared to other businesses. Typically, customers to a model home sales office are either new to the area or are not from the area at all. Moreover, a new subdivision will be built where nothing existed before. Similarly, new subdivisions are not typically built in a heavily trafficked area which would be common for a retail business. By necessity, signage is needed to assist these customers as they navigate through unfamiliar towns and neighborhoods, often on roads not available on GPS. Thus, it is imperative to home builders to have many options to provide the needed direction.

The HBACA believes that this draft will allow home builders to continue to utilize many of the signs commonly used to drive our future home owners to new subdivisions. Importantly, it accomplishes this in a manner that promotes economic development opportunities while protecting the aesthetic appeal of the City.

Thank you again for all your work on this project and for your consideration of our issues. We understand the amount of work that went into this draft and appreciate your efforts. If there is anything else I can provide or if I can be of further assistance, please let me know.

Very truly yours,


Jackson Moll
Vice President of Municipal Affairs
Home Builders Association of Central Arizona



January 31, 2018

Dear Planning and Zoning Commissioners,

WeMAR will be presenting comments at the meeting scheduled for February 1, 2018 regarding the Proposed Draft Sign Ordinance.

We are pleased with the changes made to the Proposed Draft Sign Ordinance. Over the past few days we have continued to communicate with Staff and have been pleased with revisions made.

We want to particularly thank Lorie Dever and Chris Jacques for meeting with WeMAR and making rapid revisions where applicable. They have been a delight. We are particularly appreciative of the clarified and simplified language and illustrations throughout the document.

We appreciate the staff reviewing language choices with us so that personal property rights are honored and business is encouraged.

Lorie Dever has shown us a draft sample of “cheat sheets” she will be working on so that property owners, business owners and residents will have quick reference materials for the most often used portions of the updated Sign Ordinance. We encourage and appreciate this additional aid. Any assistance we can provide during the process, we gladly offer. Once staff has released a “cheat sheet” to the public, we will publish it and a link to the City of Peoria website on www.wemargad.org, as well as notify our members through WeMAR communications.

Staff has already indicated they intend to review the updated Sign Ordinance approximately one year after it is approved by City Council. We are pleasantly surprised and pleased with this suggestion. Over the course of a year, WeMAR will gather comments from its members who live and work in Peoria so that when the review period begins we will have comments from the field to provide.

Should the City notice repeated issues with REALTORS® who are WeMAR members, please do not hesitate to contact me. I will do my best to educate our members so that issues do not continue.

Over the course of the past couple of years Melissa Sigmund did a great amount of work on the Proposed Draft Sign Ordinance and was a pleasure to work with. When this task transitioned to Lorie Dever and Chris Jacques, I was surprised by the seamless the transition, their helpfulness and knowledge. Overhauling a large ordinance that has far reaching affects across all sectors of Peoria is a difficult task, add in personnel changes and frequently the difficult becomes impossible. Both Miss Dever and Mr. Jacques have been a joy to work with. WeMAR appreciates all their efforts and the time they took to understand our concerns.

Thank you as well for your time and consideration of WeMAR and other stakeholder comments. We look forward to the many positive changes we see in the updated Sign Ordinance.

Sincerely,



Liz Recchia

Government Affairs Director