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November 9, 2020

Alan Stephenson  
Planning & Development Director  
City of Phoenix  
200 W. Washington, 3<sup>rd</sup> Floor  
Phoenix, AZ 85003

Re: Update to Illuminated Sign Policy Adopted by Willo Neighborhood Association

Dear Alan:

I am writing to let you know that, by unanimous vote at our October 8, 2020 meeting, the Willo Neighborhood Association updated our Illuminated Sign Policy adopted on April 12, 2018, as follows:

“The Willo Neighborhood Association supports and will seek enforcement of the current City of Phoenix Sign Regulations set forth in the Phoenix City Code and Zoning Ordinances, and related Arizona Statutes. We may support a variance in limited situations for an increase in sign height of up to 100% (e.g., from 12 inches to a maximum of 24 inches, such as for a logo or the first letter on a sign) if circumstances warrant. We oppose brightly lit, visible neon, LED, fiber optic, etc. signs that increase glare above ambient levels, specifically with regard to LED lights that exceed 3000K correlated color temperature (CCT) and a brightness level of 40 nits and any signs where the sign brightness creates conditions that adversely impact people or property values.”

The policy has been updated to limit the brightness level of illuminated signs in our area to 40 nits in compliance with the standard recommended by the Illuminating Engineering Society (IES) and American National Standards Institute (ANSI) in their joint publication, *Recommended Practice: Off-Roadway Sign Luminance – An American National Standard* (August, 2019).

We will continue to work with the commercial stakeholders in our area in a spirit of collaboration in attaining signage that meets their needs while still maintaining compatibility with our living environment, including not creating glare above ambient levels.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Cannon", written over a circular stamp.

Dr. Robert Cannon, President  
Willo Neighborhood Association

cc: Mayor Kate Gallego  
Councilwoman Laura Pastor  
Joshua Bednarek, Deputy Planning Director  
David Williams, Sign Planner