

## Billboard Survey - Statistical Summary Questions 1 - 9

| Field   | Value  | Count |
|---|--|-------|
| 1. Peoria - are you a...  | Other  | 632   |
|   | Peoria business owner  | 499   |
|   | Peoria property owner  | 725   |
|   | Peoria resident  | 1082  |
| 3. Are you familiar with digital billboards elsewhere in the Valley?  | No   | 93    |
|   | Yes  | 1273  |
| 4. Identify how digital billboards can have a positive impact   | Add vibrancy and energy to Peoria's image  | 386   |
|   | Enable increased business activity due to enhanced marketing   | 842   |
|   | Increase marketing opportunities for businesses  | 965   |
|   | Increase public messages on events and public safety   | 996   |
|   | Other Positive Impact (please list any others)   | 449   |
|   | There will be no positive impact (explain why)   | 680   |
|   |  |       |
| 5. Identify how digital billboards will have a negative impact  | Degrade the appearance of the community  | 818   |
|   | Distracting to drivers   | 953   |
|   | Lights will be too bright  | 733   |
|   | Other (please list any others)   | 460   |
|   | There will be no negative impact   | 699   |
|   | Too much advertising   | 758   |
|   | Visually clutter freeway corridors   | 885   |
| 6. If you identified a negative impact in the previous question, please indicate the most effective way that the impact could be minimized. | All of the above   | 588   |
|   | Architectural design standards   | 550   |
|   | Limit digital billboards to certain major transportation corridors on commercial or industrial properties. | 589   |
|   | None. The impact cannot be mitigated.  | 710   |
|   | Other (please list any others)   | 442   |
|   | Require automatic controls to limit illumination during certain hours.                                     | 557   |
|   | Require controls to limit brightness, message duration (1 message per 8 seconds) and transition.           | 579   |
|   |  | 568   |
|   | Require minimum setback from residential areas   | 595   |
|   | Require minimum spacing between digital billboards.  | 560   |
| Standards for sign height and area  | 560  |       |
| 7. Are there areas of the city that are more appropriate  | No   | 510   |
|   | Yes  | 837   |

|   |                                      |     |
|---|--------------------------------------|-----|
| 8. If you answered yes on the previous question, please indicate where                                    | Loop 101                             | 762 |
|   | Loop 303                             | 670 |
|   | Other (please list any others)       | 454 |
|   | US 60/Grand Avenue                   | 650 |
| 9. For the corridors selected on #8, what should be the minimum spacing or number of billboards permitted | 1 per half-mile                      | 137 |
|   | 1 per mile                           | 644 |
|   | Maximum Number of digital billboards | 76  |
|   | Other                                | 120 |

**10.Are there areas where digital billboards should not be allowed**

Loop 101, Grand Ave, Loop 303, SR 74

No

No

They should not be allowed anywhere along major transportation corridors.

Digital billboards degrade the city of any aesthetics. Open land areas do not need to be degraded with bright digital signs. Most drivers are over-stimulated with advertisements, and this contributes to distractions, which are the cause of accidents. For the minor benefit Peoria claims it will receive, these signs will negatively impact the whole city for years to come.

Any and all areas should be maintained distraction-free.

i think there is so much traffic on grand/us60 they should be more limited so as not to disrupt traffic, take peoples eyes off the road

The grand Avenue corridor is a slower moving route and has more intersections with traffic entering and exiting the route. The billboards will be more of a distraction at the lower speeds and the constant turns onto and exiting Grand Avenue.

Yes -- no where within the city limits of the City of Peoria.

All are distracting. If they are too bright as many now are, the distraction is obvious and sometimes a bit blinding. Secondly, no matter the frequency of the message changes, the principle of the billboards is to get one to look at "SIGNS SHOULD NOT ALLOWED" in residential areas or within a miles from residential areas.

Grand Avenue, SR 74 or any other area. Billboards should be limited to Loop 101 corridor and then maybe Loop 303 later.

The two biggest concerns should be impact on 1) neighborhoods and 2) scenic corridors.

Loop 303 and Loop 101 -- These are areas that are more residential and there are enough signs indicating shopping centers, etc on those roads. It is very distracting to see the digital billboards.

SR-74 -- This area is already being used for the telephone lines. No more distractions are needed.

|  |
|--|
| <p>Loop 303 - North<br/>         Loop 101 - East<br/>         Grand Avenue - Central<br/>         SR-74 - ?</p>  |
| I 17   |
| I 17   |
| Rt17   |
| only on commercial business arterials  |
| Billboards, conventional and electronic, should be limited to highly commercial areas only. Therefore, they should not be allowed on the northern sections of 303. |
| Grand Avenue is already blight ridden. Put the billboards in the "Better" areas of Peoria. Especially North Peoria, the 303 and 101 areas.                         |
| I don't like them anywhere.  |
| YES - CITY WIDE  |
| None   |
| Loop 303, SR 74  |
| billboards should only be available on business arterials; the brightness on 303 would ruin an unbelievably beautiful area.  |
| No   |
| After having driven in areas with them, they are a distraction..and pose safety risk   |
| Northern Parkway in Peoria if and when it is completed.In fact, I do not agree with any billboards permitted in the City of Peoria.                                |
| The whole bloody town!   |
| no   |
| all  |
| Digital signs should not be allowed in Peoria.   |
| Digital signs should not be allowed in Peoria.   |
| no billboards in the city of Peoria  |
| no billboards in the city of Peoria  |

Is this a trick question? My answer is yes, no digital billboards on major or minor transportation corridors or any road, street, avenue and drive in Peoria

Loop 101

Grand Ave. Too much stop & go with on and off traffic. Would limit to major freeways only

Close to intersections, because could affect visibility of street lights or signals

i think in the areas mentioned would be best

Digital billboards are an absolute nuisance ANYWHERE they may be placed in Peoria.

none

All. Billboards in general are a blight, are not compatible with the surrounding area and not all that effective (just how much can a person remember without writing it down - while driving!?!)

No

Loop 303, Loop 101 and Grand Avenue.

Avoid placing the board near neighborhood that is close to the Highways/Loop/etc where there is wall that separates the houses from the traffic.

To place the billboard in areas where the people can see it constantly from their residence could prevent enjoying from their family gatherings either by the billboard illumination or by too much light at night preventing seeing the stars in the sky.

Avoid placing the board near neighborhood that is close to the Highways/Loop/etc where there is wall that separates the houses from the traffic.

To place the billboard in areas where the people can see it constantly from their residence could prevent enjoying from their family gatherings either by the billboard illumination or by too much light at night preventing seeing the stars in the sky.

These boards are distracting to drivers and SHOULD NOT be allowed on the freeways and highways! For heavens sake what are you thinking! Are you so insistent on receiving more money that you risk lives?

Northern

Digital billboards as well as temporary signs, banners, sign twirlers and flags should not be allowed to clutter our city. No exceptions. Industry claims that lights are not bright have been disputed by many for years. Will the city really remove digital boards after making huge investments, in money and staff time, if the billboards do not meet code or are not pleasing to the eye of the community? Staff time and materials on this are already exhaustive!

|  |
|--|
| Peoria Ave, Union Hills Drive, 83rd Ave, 91st Ave, Bell Road, Grand Avenue, SR-74  |
| Loop 303 and 101. It would be too close to homes near those freeways.  |
| Along arterial roads in commercial areas assuming appropriate size and architectural compatability   |
| They don't belong in the Phoenix area 'period'. We are not Las Vegas or CA.  |
| All of the above, due to reasons listed in #5,6,7.   |
| Near any residential areas, star gazing areas, extremely heavy traffic, i.e. I-17.   |
| They should not be allowed at all.   |
| I am strongly against these bright billboards because nearly half the light they emit goes into the sky, increasing light pollution and making the stars harder to see. If there is a way to prevent light from trespassing into the night I don't believe they should be allowed at all.  |
| Any where near schools.  |
| NO   |
| No, I believe they distract from the beauty of our city and will eventually decay the area.  |
| no   |
| Can't answer don't know impact if any on/to residential areas.   |
| Residential views. Near churches. Near schools   |
| Grand Avenue congestion should be considered in locating signs in this area.   |
| NO..NO..NO!!!!   |
| They should not be allowed anywhere. The billboards that are already installed on the W-101 loop are very distracting and hideous looking. This is nothing more than an effort to gain more revenue at any expense. We already have problems with phones and texting and you want to add another distraction? This is a BAD idea.  |
| No Digital Billboards anywhere   |
| I believe that Loop 303 and Loop 101 are close to residential areas and should not be located there. Grand Avenue is more industrial/business, so if we HAD to have billboards, this road would be the best place for them, with no more than one per mile. DEFINITELY cannot image having them on SR-74, on that most beautiful stretch of land. Loop 303 is also so beautiful and should not be littered with brightly lit billboards. |
| Happy Valley Road<br>Lake Pleasant Parkway   |
| Bell & 83rd, Lake Pleasant Parkway/Road  |

People are distracted enough already driving. Adding billboard with advertisements and community events will only add to dangerous driving conditions.

Electronic Billboards SHOULD NOT be allowed on any major transportation areas of the City of Peoria nor anywhere in the City of Peoria.

Have you ever been to a community where the billboards or information billboards are only a few feet high?  
Beautiful.

People NEED to DRIVE and NOT watch billboards while driving. Billboards are good for building in a downtown district only. People who walk, take the bus, or train have the advantage of seeing the billboards NOT motorists  
All corridors. Billboards aren't necessary to create a thriving business community.

Yes, all over the city!! They all are very unsightly!! Makes the areas where they are located look trashy.

Digital billboards should not be allowed, period.

Item # 9 above. Should limit Public Safety signs only to one per every 5 miles.

No, please don't make these freeways look and feel like Las Vegas.

Loop 303 - Traffic tends to move too fast on the 303 so a distraction for a driver would be harder to get under control.

They should not be allowed anywhere in Peoria.

Happy Valley Rd.

I don't believe they belong anywhere.

Should not allowed anywhere

On any road with a speed limit greater than 35 mph

Not in residential areas or on Bell

None

No digital billboard should be allowed within an city limits. They are unsuitable, distracting and cheapen the city.

Loop 303. Very distracting

On major highways where there is a lot of traffic and a person(s) can get distracted. I feel compelled to read the billboards on rt. 17....and feel it is very distracting.

The Loop 101 & Loop 303 should not be allowed. If it is allowed they should be turned OFF after 11pm regardless of brightness controls to control light pollution.

they should not be allowed anywhere

within Peoria city limits

Billboards should not be installed anywhere..period! They are tacky and destroy the appearance of area, especially, our beautiful desert.

Billboards, any kind, are tacky looking and make an area look blighted.

Yes, every corridor and street. If we need to raise additional money for our city, our leaders should focus on other methods rather than an "easy fix" like erecting billboards that have been identified for years and years as "environmental eye pollutants."

Billboards should not be on major corridors at all. They are too distracting to drivers, especially during rush hour traffic. More appropriate areas might be inside the ballpark.

None on the Parkways. I would rather see more in a small limited area, ie loop 101 than scattered around the City. The loop 303 still seems very residential.

303 and the 101

Loop 101

101 Grand Avenue

I think they should be allowed on any of the above three corridors where there is a heavy flow of traffic.

I don't think they should be allowed anywhere.

I feel allowing digital billboards should be allowed on all limited access (divided) highways of 4 lanes or more but question the good sense of allowing them on any stretch of 2 lane roads and, in addition, on any 4 lane road stretch which is NOT limited access or basically absent of other business detractions.

Grand AvE

none

I WOULD NOT RECOMMEND ANY LOCATIONS THAT ARE SURFACE STREETS. I FEEL THAT LOOP 303, LOOP 101, GRAND AND SR74 ARE FINE. I DO NOT FEEL THAT A STREET SUCH AS BELL RD IS AN APPROPRIATE PLACE FOR THOSE SIGNS.

On any roads within Peoria.

NO - please allow them everywhere, especially the Loop 303 where new development is occurring.

no other areas

Loop 303

NO

Anywhere within the City limits

Digital billboards are very distracting to drivers, especially young drivers who should be concentrating on the road.

Open space is very important. If there are areas that are set aside as preservation corridors then we should leave them open and not cluttered with billboards.

In non-entertainment or non-specialized business corridors. Where upscale master plan developments are located.

Grand Avenue is ugly enough already.

no

Not near homes especially.

Any area that has residential dwelling

I think some areas are more appropriate for billboard placement than others, but when I try to pinpoint where they would be okay, I falter. It's like trying to choose which child will have NIKE or BUDWEISER tattooed on his or her forehead or across his or her nose.

They should not be allowed on any freeways. They are too distracting.

WE DO NOT NEED ANY NEW SIGNAGE ON ANY ROAD IN PEORIA. LETS START TO DECLUTTER, NOT INCREASE THE COMMERCIALIZATION OF OUR CITY. WE LIVE HERE AND I DO NOT WANT TO SEE THIS BECOME LOS ANGELES!!

DO YOU REALLY THINK THIS COULD ENHANCE OUR LIVES, A SIGN???? DUH

Please do not build these billboards. They are a health hazard and the revenue is not worth risking lives over.

All roads, everywhere. Be like Hawaii and ban all billboards, period.

I think they should be limited to the 303, 101, Grand Ave. & SR-74.

They are ugly, and dangerously distracting everywhere. The places where digital billboards add to the vibrancy of a city are all primarily WALKING districts, such as Times Square, the Ginza, Picadilly Circus. There may be vehicular traffic in these areas, but they are not high-speed thoroughfares...

Nowhere

No Mountain Preserves.

Please, non on Grand Avenue. Let's keep it non-commercial, especially as it runs through Old Town Peoria.

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NO

SR- 74 It's a scenic corridor and should remain free of clutter.

None on city streets except perhaps at the entrance to P-83. One in downtown Peoria might be appropriate.

If they are installed on Loop 101, 303 and/or Grand Avenue, then careful control over the number, site and appearance is mandatory to avoid both clutter and unsightly appearances.

NOT on Grand at Downtown Peoria such as intersection of Grand/83rd/Peoria Before and after is ok.

1 per mile on 101, 303, Grand.

1 per half-mile on P83 since smaller area and slower speeds.

This will help people that live in Peoria or even just visiting. This will show the cool things in Peoria or even help navigate people to certain areas.

All

In answer to #9, I think the spacing should be no more than 1 per every 3 miles to minimize the distractions.

In answer to #10, definitely not on Bell Rd - it seems you have most likely already decided on this.

Phoenix

No

Peoria Sports Complex, Happy Valley Rd near 303 and west of Lake Pleasant Parkway, near Union Hills and 101 loop area

I am against any billboards due to the clutter and distraction on roadways. We have newspapers and internet for business to advertise. There are already 4 billboards located on 101 (4 to many) The University of Phoenix Stadium Westgate.

Should only be in areas such as Westgate shopping - Grand Ave Industrial - Where they are in view.

Residential affected areas.

Anywhere they would cast their light onto residences. I know if I was affected in that way, I would not like it at all.

Grand Avenue is already congested with signs and businesses.

Any surface streets. Too many distractions there now.

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Happy Valley Parkway from Lake Pleasant Pkwy - 67th Ave.

Lake Pleasant Parkway North of Happy Valley Parkway.

Loop 101

NO digital billboards

Grand Ave & SR74

Any place where the major viewing public will be distracted from attention to stoplights or congested traffic.

Longer viewing times during rush hours (20-30 seconds recommended) will mitigate dangers of inattentive drivers.

Limit amount of text and length of words to reduce concentration time

"cute" postings not allowed (as in "Oh look, isn't that neat!") and use as informative source rather than "look at me!"

None, they will be a nuisance and aesthetically degrading.



If it can be seen from a residential area, they should not be allowed

Any Business corridor should have them allowed.  
Common sense should rein over whining for an agenda.

Any Business corridor should have them allowed.  
Common sense should rein over whining for an agenda.

everywhere

The 303 and loop 101. there are already too many accidents on the 101 and this will add to them. the 303 goes through alot of desert and residential neighborhoods. many people moved to northern peoria to get away from the city and the lights. this will add more artificial light taking away from the night skies and adding more light to neighborhoods

Yes Loop 101, is already developed with high density residential that does not need light polution

Yes, they should not be allowed anywhere. They are a blight on our landscape.

Residential areas. But that's already stipulated.

I do not think they should be allowed anywhere. Advertisers do not have a right to conduct commerce on public right of ways. Revenue coming to the City will not be enough to compensate for the diminished appearance that the public must endure.

all

Areas where there will be traffic congestion. I want the drivers around me to pay attention to the traffic, not reading bill boards, texting, reading, etc.

As other parts of this survey, and thank you for the opportunity to express opinion rather than a predetermined answer that does not fit the way I think about things. I have traveled major portions of all of those routes at various time of the day and year. In part as a part time delivery guy (on the road a lot) as a field service rep or just visiting people. As a route I think they all have places that digital bill boards would be quite acceptable and cause a minimum of disruption of life around the. Urban sprawl puts the variable of people in the area living and that may be a problem. I dunno on that, but also people get used to things. Major cities have sections where people live in apartments in the center of all forms of light advertising things. I am not saying it is good or that I am not sure i want one in my back yard but technical advancements bring changes in life. I would not have imagined that beepers would morph into Cell Phones with herds of people wandering the streets and driving there cars with those things stuck in their ears. The only advantage to this over a cellphone? it won't fit in your ear.

Any major road ways

Any of the city surface streets.

SR-74 does not seem like an appropriate area, especially with the proximity of Loop 303.

All.

The lights and changing messages are distracting to drivers and add to much light to the city.

Anywhere that the illumination can be seen from a park or residential area. It bothersome enough to see the Peoria Sports Complex lights from out house, though in all fairness we knew it's effect when we bought the home. But to have 2 more illuminating the night sky by Rio Vista and the P.S.Complex is unwanted.

If there are few to no street lights, then there should be no digital billboards.

They should not be allowed.

N/A

yes, all the freeways and especially State Route 74 which is very scenic.

Yes, all of them. We do not want to become another city of lights.

Loop 303 Loop 101 SR74

Residential areas

They should not be permitted in our community.

no

L303, L101, Lake Pleasant Parkway, SR74, Bell Road, Grand

residential

Should not be place on curves that would distract drivers

no

no

Please keep them out of Peoria!!!!!!!!!!

The absolutely should not be allowed in the Loop 101 area, as it's mostly adjacent to residential areas.

yes, all three major transportation corridors should not allow digital billboards

Bell Road, 83rd Ave

101 , 303 TO MUCH OF A DISTRACTION .

no

Major city streets

All of the above.

The loop 101 is too residential, the billboards shpuld be more on the outskirts

Where residential areas might be affected or where hotel guests might be affected.

Loop101. Sr-74

no

No areas restricted

Should not be allowed on SR-74 & other open desert corridors (i.e.,LP Parkway N of Happy Valley Pkway, the main road to Lake Pleasant, Carefree Hwy. open space), non-residential/non-commercial open spaces,

They should not be allowed on any highway and the ones currently in place should be removed.

should be nowhere but 101 and 303

Not on the 74. At least not now.

Grand Avenue - too close to residents

Lake Pleasant Parkway, SR 74

Any outlying corridor where ambient light is typically low (Loop 101, Loop 303, I-17 north of Pinnacle Peak, etc)

the corridors already listed and on less heavily populated roads like Olive (nr. El Mirage Rd)...They have no place near home developments other than look tacky.

All

Mainly residential areas

I don't think they should be allowed at all. They take your eyes off traffic to read and are dangerous!

Olive Avenue

Loop 303 and 101 are too close to a lot of residential areas. There would be no way to have an appropriate distance from these homes to mitigate the negatives of such billboards. SR-74 does not carry enough traffic or close enough to Peoria businesses to make sense. Additionally, it reflects the beauty of Peoria and the surrounding desert. To clutter it up with digital billboards would be a shame and show that Peoria is more focused on money than the beauty and aesthetics of the community.

Major corridors is too broad a category. Billboards should be kept well away from any residential areas and major intersections where driver distraction is especially dangerous.

No, Not appropriate anywhere they could distract drivers

Any location other than the major transportation corridors listed.

Why would you put one on sr-74? How about not placing them in rural areas? As in none on 303 til you have businesses along it. Don't mind having one near Lake Pleasant pkwy & Happy Valley where shopping is but why mess up the view at Happy Valley and 303?

Absolutely EVERYWHERE.

Loop 303

The whole city waste of tax dollars

Along side or on any of the Freeway, Loop303, Loop 101 or Grand Ave.

Digital billboard should not be allowed anywhere.

As related to residential areas.

As related to residential areas.

Absolutely should not be allowed in any of the examples identified....303, 101, Grand, SR74.

Loop 303 as it seems more rural at this point and that should be preserved until it becomes a major business corridor

no

Grand Avenue west - already have the railroad

No

303 Will destroy the solitude and beautiful scenery.

Loop 303-should be left as open space and environment fiendly. It would wxtend city lights too far north... for safety I would prefer not to see digital billboards allowed within Peoria City limits. I repeat to distracting.

All of the above.

Anywhere people drive vehicles it's too dangerous.

|  |
|--|
| Loop 101 and Loop 303  |
| No billboards on any right of way...   |
| SR 74, loop 303,   |
| Grand Ave.   |
| Not needed. Cars travel too fast to read and if they are read by the driver....the driver is not paying attention to the other drivers and the roadway.  |
| DO NOT ALLOW DIGITAL BILLBOARDS  |
| All  |
| None.  |
| Not along the 303 at this time. Commercial areas should come in first and the widening must be completed. I worry about Grand, as it is a corridor currently monitored via traffic signals in multiple jurisdictions. Will the light, interfere with safe monitoring of traffic signals? |
| Not along the 303 at this time. Commercial areas should come in first and the widening must be completed. I worry about Grand, as it is a corridor currently monitored via traffic signals in multiple jurisdictions. Will the light, interfere with safe monitoring of traffic signals? |
| They should go where the development is. Especially along Loop 303.  |
| Anywhere a mountain view would be obstructed, anywhere scenery would be obstructed, anywhere local residents would be negatively affected by light pollution, etc.   |
| Any where standard billboards are not currently located or permitted.  |
| do not allow on Lake Pleasant Parkway or Carefree Highway. it will ruin the natural setting of desert. Higher speed, lesser impact   |
| Do not allow billboards of any kind.   |
| Do not allow billboards of any kind.   |
| Do not allow billboards of any kind.   |
| All of the above.  |
| within one half mile of any residential area   |
| All areas  |

|  |
|--|
| digital billboards should not be allowed anywhere in Peoria.   |
| Interstate and freeways. Grand Avenue (the Poster Child of the Westside) already looks like.....Grand Avenue.  |
| No   |
| no, because even if there are no houses there now, peoria will sellout the land to contractors who will build houses on any piece of land that is not already covered in concrete. |
| any highways   |
| They should not be allowed anywhere in Peoria or any community which values its property values.   |
| Not sure - if it is truly a major corridor then it should be ok as long as they're spaced far apart.   |
| None should be allowed anywhere  |
| SR-74, Grand Avenue, and Loop 303  |
| SR-74; leave the open desert uncluttered.  |
| All areas  |
| Mountain preserves. Lake Pleasant Pkwy.  |
| If the city is truly determined to sell out to this blighting industry, then the only appropriate location is at Bell and 101.   |
| If the city is truly determined to sell out to this blighting industry, then the only appropriate location is at Bell and 101.   |
| Anywhere within view of anyones home.  |
| i believe that any major highway or interstate of 70+ miles per hour would not be beneficial for digitals.   |
| yes.....public transportation (Buses).....Buildings  |
| Can't think of any.  |
| If you allow it on Loop 101 then you really must allow it on Loop 303. After all, if that is going to be the next big retail and business area, then how could you not?            |
| No   |

I would only allow them on Loop 101 - this major highway is built with minimal driving distractions and is thus suitable for this kind of advertising.

Loop 303, Loop 101, Grand Avenue, SR-74.

Residential areas

Commercial, retail areas

commerical areas

Should be based on zoning - no residential or historical zones

ALL

Loop 303, Loop 101, Grand Avenue, SR-74

Yes, all roads should be allowed.

WE don't need any of them. There are more than enough advertisements out there already.

If inside Peoria, they should not be allowed.

No

minor arterials or smaller.

no

NO

Only near residential areas.

none

No

no

All Major roads

NO

The billboards should not be allowed where there in no development, ie, the north end of the 303.

Loop 101 - Too residential

No to Grand or AZ-74. Unless you can get rid of the ugly paper billboards on Grand. The paper billboards on Grand look so trashy.

303. Noy developed

Anywhere it can be seen clearly by homeowners in the city.

Yes, all.

303 already has a lot of accidents.

The should NOT be allowed on freeways like 101, i-17, 303, 51 grand/60, or 74)

They should only be allowed on interstates like i-10 or i-8 outside of city limits where there is less impact to the community and less likely to have accidents.

Everywhere

Billboards should not be allowed on any of our highways. Just because they might go through your town, I drive through most parts of the valley, and I like the fact that down the 101 in Scottsdale there are none of those things except for on the indian reservations - and thats another story.

if the city already allows ads in a location, the format -- digital versus static -- is not relevant.

Loop 101 north of Thunderbird

No digital billboards should be allowed

303 and 101

Anywhere where residential homes are within 1 mile

They should not be allowed on Loop 303 or SR 74 at all. The area surrounding 303 is mostly residential or undisturbed desert. The billboards would be a nuisance to residents and will take a lot away from the beautiful natural desert terrain. SR74 is only a 2 lane road and is already dangerous enough without adding the distraction of an electronic billboard. There would be a big potential of head on collisions from distraction.

Not anywhere on the freeways where drivers are driving much faster and are going to cause more damage when distracted/blinded by the boards. On Grand the speeds are checked by lights.

Anywhere that is a natural desert area.

101, grand ave

Billboards are not necessary

The should not be anywhere. They are ugly, and dangerously distracting. We are constantly inundated with advertising, we don't need these billboards. There are plenty of other way to advertise with distracting drivers going 65-75 miles an hour.

Everywhere

All will affect drivers night vision

loop 303

Loop 303, loop 101, sr 74.

ALL OVER PLEASE DO NOT PUT THEM UP!

I personally do not like the looks of billboards. Feel that they are very distracting. You cannot get or retain much information from them while driving anyway. I am 64 years old and in all my years I've never gained any information for a business, activity/event from a billboard. I use the media (internet/newspaper).

Thaw billboards should be limited near the freeway sections of 101 and 303 that have curves.

All the above. The stretch of SR74 from Lake Pleasant Rd to Grand Ave is too scenic and would be terribly marred by any billboards, as would any of these corridors.

303 in Northern Peoria, the desert is beautiful and open, please don't put billboards in that area.

The should not be allowed period. I find them very distracting while driving. Don't we currently have enough problems with people talking on cell phones or texting.

Olive avenue. 67th, 75th avenues. Bell Road.

Loop 303, Loop 101, Grand Avenue, SR-74

They shouldn't be allowed ANYWHERE!

Anywhere.

They should be prohibited citywide

NO

The billboards should not be allowed anywhere.

They should not be allowed on any other roadway within the city.

no

SR-74 does not seem urban enough for billboards.

no

They should not be allowed period.

No where. They are very distractfulnto drivers

SR74

## 11. Summarize how billboards will affect the quality of life

We need to clean up Peoria, not degrade it further. Think of how hard Lady Bird Johnson worked on the highway beautification program--which included the big anti-litter campaign AND GETTING RID OF BILLBOARDS! Don't wipe out her legacy. Our natural landscapes are priceless....let's leave them uncluttered by billboards. I notice that my neighborhood is looking a little trashy the past year or so...why not work together to clean up what we can

They will showcase that Peoria is staying modern, but is responsible enough to not over do it with the number of billboards. Too many of these billboards could distract drivers and could create a safety hazard.

Cannot see how billboards affect the quality of life. A billboard is just that -- an advertising gimmick to distract drivers.

I truly believe that an electronic billboard or goodness forbid several electronic billboards take away the small town feeling that is uniquely Peoria. I did not choose to live in Phoenix. It is for the love of the small town feeling, knowing my councilman by name and enjoying the feeling of our TOWN. I know it is classified a city but do we need to make it look like Times Square in NYC?!

Please "Don't go there" I have always taught my child to be conscientious of spending his money in Peoria for tax purposes and the beautification of Peoria. There has to be other ways to attract income.

Thank you for reaching out to the public on this matter.

Distracting, degrade the surrounding areas, dangerous to drivers. If you want to strive for a classy look, keep the billboards out.

The digital billboards will cheapen and clutter the City of Peoria. It goes against maintaining the natural desert and mountain environment that most residents moved here to enjoy. Digital billboards are distracting, unwarranted, and will do more to degrade the city than improve it. The whole idea reminds me of overkill. Instead of a conservative, planned strategy, they are reaching toward the maximum overload for advertising. This is just not appropriate for the City of Peoria.

It will decrease.

I think if it is done right, they can provide income to the city and not have much downside. If it's not done right, it can be a drain on city funds, as well as cause traffic accidents.

The advertsing of local events will enhance the public awareness of such events. I am hopeful the commercial advertising will benefit local businesses, who should have 1st priority (after city events) over all other advertisers use of the signage.

I see no benefit from digital bill boards. I have seen the effect they have on traffic in Las Vegas. We do not need anymore distractions for drivers. Make hands free cell phone use while driving the law and I might change my mind.

They make where they are trashy. Peoria has no place for these eyesores.

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They make where they are trashy. Peoria has no place for these eyesores.

Billboards are visual pollution, distraction to drivers, impact neighborhoods, environmentally non-friendly. Earned revenue to the City of Peoria is very minor compared to the substantial environmental impact, driver distraction,

See no. 5

I believe they will cause accidents, just as texting and cellphones cause driver distraction.

I feel in this day and age of social networking, 24/7 media availability, and such, that billboards, including electronic, have outlived their purpose. They clutter the landscape and I don't see them as cost effective form of advertising. I, personally, have never been enticed to make a purchase through billboard advertising.

Peoria is a beautiful, family-oriented, residential community. Digital billboards should only be used for safety or emergency situations (or big events) that will help the community, -- and only on major highways. Not too many of them...and not too close together. But if done, have big enough lettering and leave the wording up long enough to be able to read it.

Positive if put only in the P83 area of 101 and used to draw businesses in and provide a pedestrian friendly entertainment corridor. P83 is a good idea. Off the billboard subject, but I don't see how a pedestrian friendly area

I live in a low-light neighborhood and am concerned about the impact on the natural beauty of North Peoria, even along the 303. However, I realize that there will eventually be development along the corridor, so while they will look terrible now, eventually the overall development of the area will mitigate the stark contrast.

Not Sure. If used for public messages, they could be helpful.

It would be very tacky in the North Peoria areas. We traveled over 5,000 miles this summer on major hi-ways thru AZ, NM, TX, OK, MO, IN, MI, TN and AR. I was very observant if there were any digital billboards. There were VERY FEW on major hi-ways and those that were there were not helpful at all and VERY DISTRACTING particularly during the dawn & dusk hours. We want a safe driving experience.

Improve Peoria's image. Increase (I think) light pollution.

Positive: Gets information out there in a short time

Negatives: Adds to information overload, will possibly distract drivers.

Safety notices

The beautiful scenery, especially on the 303 should not be cluttered with billboards

too many can negatively affect the community and it's beauty

I find that they are of no use. They are very distracting and I feel that others city's have only put them in to get revenue. We all have Iphones, google, etc to find destinations..they do not need to be listed in our face. Freeway billboards should only list emergencies, accidents, freeway closures,etc. That is the only information a driver should be reading and concerned about.

If not regulated properly, they will significantly degrade the suburban areas. In answer to "question #6, Other," 1) the duration of the sign message should be no less than the time it takes for a vehicle to pass through its viewing

If they are tactfully done they will look really good. I have seen these type of billboards in other cities and they look really good at night

They are an all-around negative.

I HAVE SEEN THESE BILLBOARDS BEFORE. THEY ARE EXTREMELY DISTRACTING TO DRIVERS. WE

ALREADY HAVE CELL PHONES AND TEXTING TO WORRY ABOUT. THIS IS JUST ANOTHER WAY FOR THE RICH TO GET RICHER AND THE REST OF US TO PAY THE PRICE.

I see no negative effect.

Lady Bird Johnson believed that urban billboards caused blight. Electronic billboards only serve to justify her belief. Urban billboards of any kind are an eyesore and distraction to drivers. Although cell phones also distract if used while driving the driver has an option. Digital billboards hold the drivers vision hostage over which there is no option and they should be banned.

Digital or any billboard is a distraction and only causes urban blight. Lady Bird Johnson had the right idea and attitude toward billboards, ban them.

Please dont be lured by easy money. I have never bought anything advertised on a billboard. Drivers are too distracted as it is and this is another huge distraction. Example--the one on the east side 101 I want to see the

I don't like the idea. The digital world is not what I want to see driving in Peoria. I want to see the natural beauty. That is why I live out here and drive so far to work.

I don't like the idea. The digital world is not what I want to see driving in Peoria. I want to see the natural beauty. That is why I live out here and drive so far to work.

The ability to notify motorists and residents of emergency information, new business opportunities, new and opening stores & businesses, etc using state of the art technology is a step in the right direction.

Digital billboards should have a minimum number of public service announcements set by the city. Revenue should be dedicated to specific purposes, such as prks, or safety.

billboards destroy the ambience of a neighborhood or area. And electronic billboards are simply not tolerable in beautiful areas such as out on 303. We do not need to be continually bombarded with advertising. Businesses, and I am a business owner, have many ways to promote their wares other than destroying the environment around them.

I think it's a good thing!

Would increase distraction while driving;  
Don't want to be known as a LED Billboard hot spot

too much eye clutter

Do we honestly wish to mirror Las Vegas in our City? My understanding is

that we are trying to improve Peoria. Visual clutter, such as digital billboards, is tacky and enhances nothing. Do we also need another distraction for drivers and the possibility of more accidents on our roads?

Billboards, if I were looking for a home, would not entice me to choose

Peoria.

Do you want Peoria to look like WESTGATE?

Regardless if its a electronic or regular billboards, they are distracting and most of the time they have inappropriate sense / inforamtion on them that our children can see and read.

Who is going to police that?

What others find offensive might not be to them.

There are others ways for business to get them name out there.

Just stop with all the excessive billboards. You are already junking up every new road with excessive signs. Just look at Lake Pleasant road. Every few feet there is a new sign. The e-tron boards at the ballpark are a good

As a commuter to downtown Phoenix, I find them very distracting.

Digital billboards, and billboards in general clutter the city and ruin our views. They are a distraction to drivers and only serve those who think money matters more than the look and feeling of a nicely maintained city.

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Peoria is presented as a family oriented community. Billboards say trashy, commercial spend-your-money-here I also question the sanity of anyone who disapproves of cellphone useage, because it is a driving distraction and approves of billboards which will also be a drving distraction

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Peoria presents itself as a family oriented community not a commercial one. Billboards say trashy, unwelcoming, spend- your- money- here community.

I also question the sanity of any who agrees with laws about cell phone distraction, and then, for the all mighty dollar, approves digital billoard distraction.

I went by a digital billboard at night and saw a flash of light. It startled me as I had no idea of what it was. I am NOT in favor of the digital billboards. They change too quickly, each one has a different color, and they are too distracting.

They will lower the quality of life in Peoria.

Some of the reasons for moving to the Peoria area were the classy neatness, relaxing order, and general planned look of the area. We, who have lived elsewhere, have seen the effect of "illuminated" technology and the result is generally tacky and neurotic/chaotic. Along freeway areas in Seattle there has been talk of removing such signs because of accidents. The quietness of the desert is a draw. Most of us deal with over stimulation in technology every day. We don't need more of it as we drive. We feel this move will hurt the uniqueness of the SW community.

will not affect directly to the quality of life in Peoria.

...detract from appearance of neighborhood  
...'cheapen' the appearance of neighborhoods

...are motorist 'distractors' and consequentially dangerous

...won't be found in Scottsdale neighborhoods, why in ours???

Billboards make the city look cheap, second-rate, not much better than graffiti. Do you really want that?

In addition to advertising, I think they can provide important public safety information, and community activities information.

I can't see any reason the quality of life could be improved with the signs. There are too many signs that need to be read, (speed, directional, etc.) and the digital billboard will just be another distraction for drivers.

It will bring in income for the Economic Development concepts that will upgrade various City areas.

An auto accident could injure and kill I don't think we can accept that.

Please publish all updates in the Peoria paper distributed each Wednesday.

If one of this billboards are too close to my residence I would not like first the structure, second the illumination that will distract me from my relaxing experience of stars watching.

One of the reasons I like Peoria is that I can lie down in my patio and watch the stars and the moon.

If one of this billboards are too close to my residence I would not like first the structure, second the illumination that will distract me from my relaxing experience of stars watching.

Cheapen it. Besides increasing revenue, what's the benefit? Once you okay them, you'll be stuck with them forever.

this is a pleasant community not vegas or phoenix we don't need to look like a whore house

The billboards are not only unattractive and gaudy, they are a danger to drivers. They will cause increased accidents. Even one accident caused by these boards is to many.

Digital billboards will decrease the quality of life in Peoira in terms of ability to enjoy views of the mountains, sky and desert along naturally scenic areas. Digital signs and additional temporary signs on every corner and along the roadways are distracting to drivers. Distracted drivers make mistakes.

Billboards will make Peoria appear to be a poorer community by giving the impression that the city needs advertising money to make ends meet due to the recession. This in turn will cause property values to decline.

I think they are tacky in appearance. Phoenix and its surrounding cities like Peoria have done a good job in the past (and I hope in the future) of limiting billboards and really high signs. It makes the cities look cleaner...in my

opinion.

The total elimination of all billboards would improve the quality of life in peoria. Knowing that won't happen the appropriate use of electronic billboards, strategically located and effectively designed seems to allow for effective advertising. The images and content should not be objectionable.

I'm curious as to why the City gets revenue from this unless the sign is located on City property.

Simply put.....they are 'trashy' looking..just like all the political signs. Very cheap and distracting.

Billboards are a blight on the community as a whole. They are not visually acceptable, cause motorists to be distracted, and in the future will be left to rust away, after some other mode of advertising comes along.

I believe billboard are tacky and would degrade the beautiful city we have. No amount of income can replace the billboard free scenery we now have.

I love them.

They look trashy and take away from the sunsets and beauty of Peoria and it's major arteries.

Terrible. Residents don't like them and if the billboards past residents in community said they will boycott the business that advertise on them.

Once there was a sky full of stars. Then we built our cities with our dust and exhaust and smoke and electric lights. Now people hardly ever see the stars. I am strongly against these bright billboards because nearly half the light

The billboards that are already along the 101 are very distracting and too bright, as well as unsightly. We don't need that in Peoria.

What you are not addressing is the financial reason. Mathmatically, to build a parking lot for 52 Million - you're not selling the land for that much at the sports center to justify the parking lot that needs to be financed with the billboards. There is no artwork on our highway system (like Scottsdale or Goodyear) and now we get billboards. This will lower residential values for our city and homes even more. They will devalue Peoria.

Would like one in your backyard. I t would day to night if you live near one.

They will add blight to a beautiful community. Billboards are the whole are unattractive. Add to it obnoxious lighting and changing messages and you might as well add car lot after car lot. Don't take away the charm of our city.

These billboards are a hideous distraction on the roadways of the 101 at cave creek and the 202 in Gilbert by the car lots. As it is, some many drivers cannot handle a cell phone and driving. Add flashing lighted billboards and we will add another layer of traffic and I'll mannered driving to the mix.

M

Assist in promoting business, and help attract new business

it won't--other than help it

[i probably invented these, in 1975--and told many people about them.

NO ONE was interested for 12+ yrs]

Gawdy. We are constantly bombarded with advertising. No more, please! I don't look at those on Hwy. 10 as I keep my eyes on the road!

We are already inundated with commercial advertising in every form imaginable. Enough is enough. I might agree to one sign by the Sports Complex, but no more. I can see the glow now, from my house, how much more do I have to see?

Negative impact on quality of life as this is visual clutter that if not regulated correctly will be major eye sore in an otherwise visually pleasing community - this is a negative addition overall.

decrease the quality of life. make driving these corridors much more dangerous by distracting drivers! Please give us a break from all the endless advertising we are bombarded with!

Billboards of all kinds detract from the landscape and make the city look cheap. I can't believe you think billboards will "Add vibrancy and energy to Peoria's image" Don't turn Peoria into a mini Las Vegas. What's next casino's and strip clubs? Anything for a buck? Based on the information above it seems the city is in favor of this? Is this really what our city counsel should doing? May be we can rename the city Peorialand and charge admission.

Billboards are just ugly/unattractive. I see so many of them on the west side of town. The city of Peoria has not always used good judgement in their landscaping and approval of building designs and colors. I am glad to see Hollywood Video (75th & Cactus) (horrible gaudy colors). Look at 75th ave between Cactus and Thunderbird. We pay property taxes of \$2500.00 a year and I am embarrassed for people to drive on 75th avenue to get to my house. It always looks like weeds. I have lived in my neighborhood for 13 years and it is a good neighborhood with nice homes but the City needs to improve their landscaping and encourage maintenance of the walls on 75th avenue. Instead they seem to focus on promoting Vistancia which is located too far from our jobs. That said,I don't feel confident that Peoria will do any better with billboards. Are you going to put those up in Vistancia too?

No Digital Billboards anywhere

In my opinion, billboards, electronic or otherwise are distracting eyesores in a community. I feel that billboards cheapen and degrade the area. The lights from the billboards also prohibit the night sky. I understand that this is a potential funding source for the City, but at what expense? How much money could possibly be made for so much blight? I certainly would not want to see one from my front/backyard. I do not feel that billboards should be allowed in the City of Peoria. Thank you.

Digital billboards would reduce the number of non-digital billboards.

We still have areas of desert that we need to protect

Hopefully, attract businesses and patrons to Peoria

More distraction for drivers. I do not believe this a valuble expediture of my tax dollars.

Electronic Billboards will add nothing to the quality of life and will take Peoria down in quality of life similar to Glendale.

Information billboards are different from money making billboards. Purpose counts. Money usually rules whether it go to the elected officials bank accounts or the for profit/non profit businesses. I would rather think of the impact of the people who live in a community.

help with businesses

i think it would be great

They do nothing to provide quality to city of Peoria. They are distracting to those who focus on safety on the road.

They will degrade the appearance of the community, distract drivers, and eventually become ill-maintained like all billboards.

There are already too many billboards, many of which look very trashy. Using digital billboards will not help this problem. Less of them would help this issue!!

Digital billboards are environmental nightmares that take away from the beauty of scenic desert views and expose our world to more and more light pollution. They also distract drivers who already have things like texting and cell phone usage going on when they drive. When I drive in Glendale near 101, I feel very angry when I see the billboards from a distance because everything we seem to do, involves money and making more of it. Why are we so bombarded with continual advertisements? Why can't we just, for once, stop and smell the flowers instead of Digital Bilboards can easily be a distraction to drivers who already have too much distracted driving stimulus. The only application I can envision would be Public Safety such as (Driver in Distress - Alzheimer victim); Police Action ahead; "Danger Haboob in Progress ahead". Advertising for the sake of revenue generation should be discouraged.

I feel that the increase in light pollution offset any benefits from the signs.

They look and feel like tacky, trashy and cheap advertisement. With all of the controversy surrounding AZ you would think we wouldn't

cheapen our state anymore.

I don't believe they should be allowed at all. The only benefit is the revenue to the city and to the businesses advertising on them. The digital billboards add nothing to the quality of life of Peoria residents. They add nothing If you are trying to bring in revenue, kick start economic development efforts to bring in some businesses to our

They are like graffiti and a huge distraction. They distract from the beauty of the desert.

They are ugly, destroying the beauty of our city and are distracting to drivers. Traffic accidents are all too common now. Do we really need anything else to distract us? We get enough of annoying signs during elections.

Billboards, electronic or standard style, are unsightly, especially in residential areas along the freeways. Light pollution is distracting to drivers, I have many time had to avert my eyes from in front of the car at night due to bright glaring billboards. I certainly do not want Peoria to look like Westgate where the lights are distracting and make the area look cheap like Vegas.

Would have a negative quality of life. Serve no quality of life-period

Billboards have been showing up more and more taking away from Keeping America Beautiful and should not be allowed

distracting and always too bright

If they are kept to one per five mile range they will not give a cluttered look/feel and only on Loop 101 and Loop 303

The one thing that distinguishes the Phoenix metro area from other major cities is the strict signage control particularly on billboards. Height restriction along major corridors is positive both for aesthetic reasons, and most importantly for a lessening of driver distraction. I realize that digital signs are probably inevitable, but PLEASE do not lessen the height restrictions which allow for a much more beautiful view of our city when on the road.

Nice Idea but the survey does not identify:

- Installation Costs
- Operating Costs
- Ongoing Maintenance Costs

Digital billboards have no place in Peoria. They are especially distracting to drivers and do not enhance any quality of life issues. The only possible use would be for traffic hazards which can be handled with temporary lighting.

Use answer from #10

Peoria provides a restful drive home after a long day. Not too overly stimulating and distracting with billboards.

Scottsdale, would never allow digital billboards because they want to maintain as much of a natural sonoran desert feel as they can. Peoria should not lower its already low standards for money. In the long run, keeping electronic billboards out of Peoria will help property values & business much better than turning it into a low-class (ultimately low tax) community.

Visually very unappealing and can cause distractions which lead to accidents and potential death!

Electronic billboards are an eye-sore and will cheapen the look of our city.

Serious injuries caused by drivers concentrating on signs, trying to get dates and particulars. I've tried to read road closures on those signs and never get the complete message, yet I've totally neglected safe driving while looking at the details on the sign. I'd rather see a tax increase than injuries caused by the signs.

Billboards may not affect the quality of life, but do affect the quality of the general appearance of a city - negatively.

Let's keep our city free of this unnecessary use. Advertising can and will continue to be done via our new avenues

They will affect the appearance of an otherwise beautiful desert in a negative way. I lived in Chicago and Los Angeles before moving to Arizona and in both cities billboards were and are, an eyesore. This is one of the reasons AZ was so attractive, especially in the Scottsdale area where there were no billboards - the absence of billboards just made the city look that much more cleaner. Allowing billboards along roadways destroys what little

Q4 & Q%: Although there are some positives, they are not strong enough to outweigh the multitude of negatives. There are many other city revenue and municipal/business advertising alternatives to be explored other than unsightly billboards in our beautiful community and state. They make the locale look trashy; we've worked so hard to make Peoria a show place. Thanks for the opportunity to provide input; the survey was a great way to express

Businesses will be able to advertise, attract business, increase tax base for the City. Increased employment opportunities. Question, How has the electronic signage on East I-10 near Warner or Ahwatukee area impacted their City? Impact on car accidents?

Please don't junk up the city. The drive on the 303 is so beautiful, putting billboards everywhere will make the desert look like Vegas. Stay classy Peoria.

Digital billboards are trashy and that reflects on our community. These are nothing more than advertisers waving money in front of city council in a bad economy. Find some other way to raise money.

It is a great source of revenue for the city with little negative impact to its residents. No more impact than what the current, static, legacy billboards create already.

they degrade the appearance of the community

Will increase accidents due to distracting drivers

"litter the environment

People would be more aware of some things that are going on. In this day and age I think that would be good because some people believe it or not still don't listen to news or read papers or watch the media! They will read I think they make a city look like trash and they are distracting. Any time you take your eyes off the road or car in front of you to read something you are distracted. Read the research. If you don't think it isn't distracting then someone is making too much money from these billboards.

Could be a beneficial revenue source. Like the idea of using it for announcing emergencies.

100% negative impact. Please do not allow any electronic billboards.

I think even the current daytime brightness is too bright and the current signs along I-17 are blinding at night. Just tired of the constant saturation of information/advertising. I guess I need to move to Scottsdale if I don't want to be bombarded by signage.

I LIKE THE FACT THAT WE MAY SEE EVENTS IN THE AREA OR AVOID CONGESTION WHEN NECESSARY. THERE MAY BE SOMETHING GOING ON AT THE SPORTS COMPLEX THAT I MISSED THE WRITTEN AD FOR AND WOULD BE ABLE TO READ IT ON MY WAY TO WORK ON A BILL BOARD.

demonstrates that City of Peoria is in the digital age.

Billboards will adversely affect the quality of life by presenting drivers with distractions and residents with unsightly man-made electronic devices. The drivers of Arizona are already intolerant, unobservant and in many cases dangerous to others. One more distraction will add to the chaos of Peoria's roads.

Digital billboards will add vibrancy to the city and will allow business owners to provide important messages about their services. The city could also promote local attractions.

I don't want to live in a Las Vegas like setting

Ugly, distracting, not environmentally friendly

If they only allowed local peoria business to advertise, it would create an advantage for peoria business owners!

It will not better the quality of like. Big name businesses are usually the only ones who can afford them thus shutting the small business owner down. Lets grow in other ways.

Great way to help businesses advertise - increase business means more revenue for Peoria. These can be done very modern and professional looking.

While producing needed income for the city and promoting local businesses, as well as Amber Alert messages; my concern would be if many of any type of billboards would degrade the beauty of the natural scenery. I'd say to have about 10 miles between them to start and then get public opinion if the city would like to add more.

In a nutshell, the appropriate number and location of billboards will provide opportunity for business advertisement, as well as provide much needed financial support to the City.

If taxes were reduced due to revenues received.

it want because we all have the technology to google, research any business or category on the market.

Changing sign are to distracting to drivers. I actually try to read posted signs & it is frustrating to pass by while changing & then you can't even get the info.

AZ is a beautiful state & you can see for miles - I'd prefer the view was not cluttered with any billboards.

We moved there to see the beauty of our surroundings. It would be nice to maintain the beauty of the area.

Billboards make us feel bad about how our community looks. They make us feel as if we live in an impersonal and low-class business district. They take away the special, at-home feeling you want to have in your neighborhood. This makes people litter more, vandalize more, and adds to the crime rate.

In my opinion, they can be distracting for a few reasons. I travel past the ones by Westgate fairly often. They are more difficult to read so I am looking more at the billboard than at the road. Also, due to the speed on the freeways, I pass them faster than I can read them, so I am looking around to see if another one has the same ad on it.

I believe they will kill people, because drivers will be distracted. Also, some of them are not appropriate for children.

NEGATIVLEY ALL THE WAY AROUND

Please do not build these billboards. They are a health hazzard and the revenue is not worth risking lives over.

Businesses will prosper due to better advertising in the local community.

I think that any form of advertising a business can have a positive affect on the city because of the increased revenue generated by such businesses. If the billboards are put in strategic enough locations that lessen the impact of lighting in residential areas there should not be an issue.

Billboards are hideous eyesores. This country is too commercialized as it is. Do you want to save the beauty of our Peoria landscape or become like Las Vegas? Remove such clutter from the once "O beautiful for spacious skies, amber waves of grain [and] purple mountain majesties".

If they are kept out of residential areas, I think the impact on the home life will be minimal and maximized for the business end.

I think it would improve the area by giving businesses an opportunity to advertise where there currently are no billboards. Thus increasing both sales and sales tax to the city.

I think promoting business and attractions in Peoria is certainly in the best interest of Peoria and its residents.

While informative, should be kept to minimum words, distracts me as a driver.

More degradation in the name of commercial speech.

Digital billboards are an intrusive method of communication. They are distracting, overly bright and clutter already

I think it should be for Peoria Business Owners ONLY, so we can highlight Peoria Business' and STAY LOCAL!

does not affect

Billboards should never be allowed in the City of Peoria! The overall image of the city should be considered. Digital billboards are worse than regular billboards. If you think of all the places you ever see billboards, what type of areas are they? Do we really want to be them??? I hope you dismiss this conversation immediately and instead, make a

Billboards should never be allowed in the City of Peoria! The overall image of the city should be considered. Digital billboards are worse than regular billboards. If you think of all the places you ever see billboards, what type of areas are they? Do we really want to be them??? I hope you dismiss this conversation immediately and instead, make a

They suck

I feel they are an unsightly distraction from the natural beauty of the remaining untouched desert areas visible while driving along the major transportation corridors.

Perhaps they will be a source of revenue, but at what aesthetic and intangible cost.

Energizing, modern effect; instant, current information; good revenue source.

I think the billboards are a good idea, however I moved here from California over a year ago and one of the things I love about this city is how open everything seems. If too many signs are put up it can create a slow downfall around

Degrade

I have seen some great community service information and alerts on these billboards that would benefit many

---

Electronic billboards I have seen have been especially helpful for traffic conditions and awareness of major upcoming events. I am not sure about how distracting they may be with ads, yet with the minimal movement in transition and the help they will provide for improving the economy I believe this will be a great asset for Peoria.

The digital billboards are more attractive than the other billboards and are easy to read and identify the local

great for the business community and would actually give Peoria a more modern look

They have no place in Peoria. They will detract from the looks of the city

---

I think the digital billboards are a much cleaner, classier look than the messy paper signs.

Unnecessary expense and use of energy. A beneficial investment would be in mobile app technology. I will gladly

Billboards cheapen areas! We are inundated with advertising.

Traffic hazard - eye sore - quality of ads.

Moderize it.

No affect at all

Only for public service - no advertising

I think they are fine and we will eventually have mostly digital billboards. My only concern would be there must be sensitivity to adjacent residences that could be directly affected.

Not sure if billboards will affect quality of life but they can increase business and revenue. Revenue will improve

Too visually stimulating in an already hectic, stressful world.

Traffic accidents due to distracted driving. Light pollution.  
Traffic accidents due to distracted driving. Light pollution.

NO, NO, NO TO ELECTRONIC BILLBOARDS!!!!!!PLEASE!!

As long as local small businesses get first pick and discount rates to advertise on these billboards, it will help  
+ = Information & advertising for our community for passersby who do not necessarily live nearby.  
- = Potential driving distraction & might be aesthetically unpleasing to look at.

I don't think they impact the quality of life at all, but I find them interesting and more noticeable than flat billboards. I have enjoyed the ones on the 101 in Glendale.

help sales help economy

help sales help economy

Too distracting too startling-, too much stress , accidents will happen from drivers looking at billboards. hazardous to our eyes. Keeps eyes from adjusting to the road. Also, too much light pollution from a state that is universally known for it astronomy. Lights flash too much and we need some "down time".

Not only will digital billboards bring about awareness in the areas of marketing, emergency notifications, and/or special events, but they will generate needed revenue for the City of Peoria.

Major problem is the ones I have seen are too small -- size is fine, message is too small to read with clarity, it is merely "light" without substance since text is small -- accomplishes nothing

With proper controls, they should be no problem

Improved business marketing, city event marketing and awareness for public information

I support digital billboard installation, to the extent that it generates revenue for the residents of Peoria. If the City were to earmark where the funds might go, such as public safety, I believe the majority of the public would support

Permitting state-of-the-art technology will brand Peoria as a thoroughly up-to-date place to live and a great place to do business.

Distracting to drivers on the freeway and roadways.

this is the digital age, people. It's gonna' happen, no two ways about it. You can get there first and set the standards or lag behind and be forced to march the trail blazed by those less with less technical, business and

---

Billboards serve a purpose but can be too abundant within our city..They are distracting, degrade the value of property and just are an eye sore. I would NEVER want to see any along the 101 or 303. Grand already has

I have no issue with them, but I've noticed that the messages change too quickly and don't always allow for enough time to read and drive safely - sad that the billboard gets your attention but the message doesn't!

I think they are vibrant and interesting.

The amount of value added by having any type of billboards does not offset the over-commercialized and trashy

The amount of value added by having any type of billboards does not offset the over-commercialized and trashy

It is an up to date method of keeping residents advised of retail and city Opportunities.

---

add vibrancy to area, increase awareness of business

These electronic billboards are UGLY,DISTRACTING and cheapen the look of the town. We need no more light pollution no matter how low you can turn the lights down. One look at the billboards in Glendale is enough, absolutely huge MISTAKE to use these. The speed cameras were supposed to help us too!!! Where are they now!!! The billboards are like the speed cameras, a nuisance and totally WRONG for our communities. I would consider

I drove the 101 and looked at the area between Bell & Thunderbird that 4 of the 5 signs are proposed. The signs

I don't think the advertisement should constantly change. A different ad each day or a few each day would be good. As I am driving I am trying to read the ad as quick as I can before it changes and if I miss it then I'm searching all other boards trying to find out what I missed and not giving driving my full attention. If the same ad

Billboards are ugly enough as is -- we don't need them to be digital.

---

These billboards will just add to a honky tonk appearance to the city.

---

I feel will create revenue and I feel that for emergency purposes its imperative that these billboards are allowed in

They are UGLY

I think replacing the older billboards with digital creates a cleaner, neater look. The idea that it can raise revenues for the city and increase patronage of local businesses is beneficial as well.

Putting up billboards denigrates the city. They tend to give the area a "slum" look. I know this is a revenue issue but please don't sell the city out for a few bucks. We should be concentrating on beautifying the city, and I know in many instances that is happening. But this will only detract. And regarding keeping strict controls, look at other cities and you will see that control goes by the wayside and is no longer a priority. I don't want to be LA or Chicago

Safety of residents by Amber Alerts, small business growth through advertising, revenue through advertising and employment of local people to work on them

They are too distracting for drivers, just like when you are visiting with people and your TV is on, you are distracted

**NO TO DIGITAL BILLBOARDS!!!!!!**

Distraction, increased accidents and potential traffic fatalities. They are unsightly and in my opinion should be

They will simply be too bright and cause distraction. The distractions will cause accidents. The excessive light will eliminate the city as if we were Vegas! Do not put them up!!!!!!

They will simply be too bright and cause distraction. The distractions will cause accidents. The excessive light will eliminate the city as if we were Vegas! Do not put them up!!!!!!

People live out here to not live in the city. Let's enjoy the scenery without seeing a billboard between cacti.

Will make the city a place to go shopping and not a place to live. Take away from nature of what we have left of it. Be extremely unsafe to commute when drivers and folks with the drivers are spending time conversing about the signs and not the pleasant surrounding areas. When attention is placed on one thing it takes away from everything

At a time when the economy is rebounding, the last thing you want to do is downgrade the appearance of our city. We want to attract quality businesses and upgrade property values. Electronic billboards would have a negative

Billboards detract from the aesthetics of the city and decrease the quality of life in areas they have already been a driver distraction

ugly

high energy use

a attractive nuisance to minors

costly to maintain

add to nighttime light pollution

---

Billboards are distracting to drivers and the light is too much in the more desert areas on the drivers eyes. This side of the valley isn't built like the metro area. We are a desert with extremely little lighting on the streets. To put up big I just like the idea that safety/accident information can be instantly broadcast to people on the road....thanks

I think they could help give some life to the places on the 101, like Park West. Also, the sports complex area could use some energy along the 101. Sometimes it is hard to find - you could drive right by it.

I don't think the billboards will affect the quality of life at all since the primary purpose will be the marketing of local

---

I feel that it will have a negative impact on Peoria. Peoria is a beautiful non cluttered City. Let's keep it that way. Driving through Phoenix on the 17 with the electronic billboards makes it look like a slum. We don't need that here. digital bilboards reduce the quality of life in our community by increasing light pollution, increasing power consumption, and potentially creating a "vegas-like" appearance.

They are unattractive, and a distraction to drivers, especially those travelling at higher speeds on the major

As a Peoria resident, I am 100% for this - I think it's a great idea! Peoria can maintain its family-oriented community feeling but with an edge that these digital billboards can bring. Like we're keeping up with technology and we're reinventing our city while keeping that family-oriented community feeling. I LIKE IT!!!

---

Billboards will have little affect on the quality of life in Peoria based on hopefully all people will have eyes on the road instead of the billboards.

The digital billboards near the University of Phx Stadium are very distracting. I don't like them at all.

I don't want Peoria to look like a cheap tinsel town. Degrading the appearance of the community and the city are two different things. They will degrade any residential community if seen from any angle. They do have their place in a commercial setting, like an existing sports arena or an entertainment area like the P-83 area. They definitely do not belong along expressways - they're a safety hazard. You know that no matter how many restrictions are placed

We can be lumped in with south Phoenix and Tolleson and feel like a gang land hood which I will move from after

See answer to question #5

This is not the way for the city to get revenue. I would rather pay more tax than have more billboards.

Looks like very good restrictions exist at multiple levels, which would allow a positive impact on all the facets

These billboards look trashy. The noise pollution from the 101 is bad enough let alone add visual pollution. They also are a distraction to drivers. When driving 65 mph we don't need any more distractions.

They will increase business, and that increases the quality of life for everyone.

This is like people whining about Luke noise.

Billboards have been a fact of life and a good one for business. I don't see a blinding light at night from the electronic ones.

People need to get past themselves and go on with life.

---

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---

negative impact in all cases

They will make it worse. They are unnecessary and will contribute to the further degradation of the visual

i feel that they will take away from the motto of being "naturally connected". digital billboards will cause more accidents, make more unnecessary artificial light, and be an eyesore to our beautiful city

Billboards of any kind give the image, look and feel of a depressed inner city... Westgate in Glendale looks horrible.

---

Would make the community less appealing as a residence, due to light pollution and increased commercialism.

Arizona is one of the last places in the U.S. that can retain low light levels.

Digital billboards will generate business activity and allow locals to spend their money at local businesses generating more tax revenue to support the city.

---

Allowing these eye sores will only benefit a small percentage of our residents, mostly outside big businesses and another source for a money grab by the city. We live in one of the most diversified, beautiful places on earth and you want to ruin it for us and future generations for a few measly bucks. I am a 30 year Peoria resident!

\$\$\$\$

I do not think they should be allowed anywhere. Advertisers do not have a right to conduct commerce on public right of ways. Revenue coming to the City will not be enough to compensate for the diminished appearance that

---

Stop trying to be like other cities in every way. Uniqueness has its qualities. Improvement does not always come from digging a hole and building something upon it. If you want to dig holes then plant more trees and maintain those landscapes. Don't become another Glendale and let all the beauty of the area go the way of the budget axe,

I will not be shopping at any business that advertises on billboards.

BADLY, by increasing the illumination at night. A computer monitor may only emit 300 nits, but in the dark that amounts to excessive night-time illumination.

I must say that limiting them to non residential areas is a must. We have so many lighted business signs now that are on all night which impede on residents now we do not need more distractive lighting near our homes in the

It should improve advertising of business thus bring in profit from that to people and the city with taxes. Why not? I think it would. And life would be better.

Unless some one was milking the money then it would be a people problem not a bill board problem and we have those already.

It will improve Peoria. Glendale got WestGate, don't lose the awesome digital billboard race. LIGHT PEORIA UP!

I don't like them, again I find them very distracting when I am driving, but it will happen anyway.

I think it's mostly a positive affect. I pass by digital billboards on the way to work everyday. They are more attractive than standard billboards and provide more up-to-date advertising and messages.

For the spacing question above, I believe 1 per mile on each side of the road is appropriate. So I don't know if you consider that 2 per mile or 1 per mile.

---

I personally prefer the digital billboards to the wood and paper billboards which do not get updated until they are falling apart or are so faded you cannot read them any longer. This is the digital age, we need to move forward. (I am 68 years old, and I really think we need to let go of some of the ideas that have been around forever.)

These billboards are a distraction to drivers and add significant light pollution.

See #10

Please, no more I sores. Everything should not be about money.

I feel that billboards take away the personality of a location. When driving around Peoria, you get a feel for Peoria's diversity, history and residents. Electronic billboards will just make Peoria seem like another big city. A no personality, big business kinda of place. Yuck. Not the kind of place I want to live, which is why I live in Peoria!

---

N/A

Those who care about quality of life issues will want to live elsewhere. Billboards will mark our city as a place where city leaders do not protect citizens from over-commercialization.

Increased awareness of businesses and their offers. Bringing ease to finding what is needed by the general public.

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The proposed billboards will create unnecessary distractions for drivers traveling at highway speeds.

In addition it creates and gives a cheap and coarse look to the area, as evidenced by the picture in the Glendale-Peoria Today of 7/20/12.

If done well, meaning consistent with standards that are logical in views of elected officials and staff, such billboards can be an asset, a Peoria signature.

---

I feel it will definitely diminish the beautiful of our outstanding scenery and just line the pockets of "Big Business" and the city of Peoria. It seems to me that the city leaders do not care what the residents want - they just want to bring in the bucks no matter what it takes.

Our open views of the mountains and sky add to the beauty of living in the desert. Also years ago when the citizens voted against billboards it was to help preserve the darkness to aid astronomers on Kitt Peak observatory. The observatory is a huge investment. We authorized different lighting at a huge cost to limit light pollution. Now you want the citizenry to permit a new light source so businesses and government can make a profit. The people spoke once on this issue and it shouldn't be broached again. Leave our desert skies pristine and the views of our Other than being informative I believe the bill boards will have a minimum affect on the quality of life in Peoria

IF a certain percentage of the time is allotted to community and non-profit, then I don't mind them being up and watching their messages. It will enhance the communication within the community to see the non-profit messages

---

Peoria is a lovely place to live. Leave the crass commercialism to other communities that do not value the harmonious lifestyle that we have come to appreciate in our home town.

I like them and they catch my attention.

Create revenues for the city paid by advertisers

Billboards will allow small businesses to advertise and increase revenue and hopefully, increase employment as

---

Truthfully they are a horrible eye sore. It makes the city look low class and cheap.

These are more pleasing and modern than the old banner type billboards.

---

new cutting edge technology is great for everyone

Puts Peoria out of a " Bed and Breakfast community " To a vibrant City

There are enough signs and distractions to drivers in Peoria and every other city for that matter. Peoria is a nice city and not junky looking like some of the others. Billboards have no place in Peoria.

An abundance of billboards on the Loop 101 would make me feel like I lived right next to a major interstate. I strongly feel it would diminish the suburban residential feel of Peoria and turn it into an overstimulated visual blight.

There will be more traffic related accidents.

Money and modernness for the City

See answers to 4 above.

---

They will take away the home-town feeling. To commercialized.

Arizona, unlike California, still has uninterrupted beauty which is why I bought a home here. Digital billboards are unsightly, distracting, and a cause for accidents. The negatives out way the positives.

No where to go but down

---

It will take the natural beauty of the desert enviroment.

I think I've done that. DeLone...you listening?

They will make out little community "grow-up" too quickly

---

If they are dimmed down from sundown until sun up and kept in good repair I feel they look better then the ones with year old paint and paper and messages that are only halft there or faded away.

We won't be able to see the stars due to illumination and safety to drivers and others such as pedestrian traffic. The beauty of arizona will be circumvented due to GREED of making money at Arizona expense.

There are other ways of advertising that don't takeaway the right of us who enjoy peace and serenity and are here 7days a week and 365 days a year. May our next 22years be better than our last 22 .

enhance business opportunities

Give life to our less that vibrant city.

these signs are much cleaner and nicer looking. billboards are cheap and ugly. we can use these signs to flash an amber alert, a traffic accident on the road, etc, you can't do that with a billboard.

Quality of life will deteriorate, they will be a visual eyesore & visual pollution from the light.

The lighted bill boards are very unsightly, if a regular sign board is not good enough why is shouting from a lighted one any better. They distract from the roadside and looks like lipstick on a pig. They look cheap and too intense for the surrounding areas. The 202/10 area and even along Olive Ave. are all out of place.

I see them in several other Cities along the 101 and the 10. I am not sure why Peoria does not already have them. It is a great marketing tool in this economic downturn.

---

I think they will make Peoria look more exciting and change the city's image so it isn't such a bedroom community.

They will help portray a more modern image for the city and if used for public announcements, can help citizens be

The digital billboards will improve our quality of life with the potential of economic growth and the identity of a city that is

growing, prosperous, a fun place to live.

---

Generate more business, help with tourist information, provide helpful information during emergency alerts

Although I wish there were no billboards at all, I know they are a revenue stream for the city. However, I feel that we need to control the beauty of the city as much as possible

It may not enhance the quality of life, but I don't see it as a deterrent either, but then I don't live close to where one might be. Personally, I like them, especially if the display changes scenes and is not one steady beaming one

---

I believe it will increase business.

billboards in and around the Stadium and the Sports Arena would add the vibrancy factor that has been used as a "positive" contribution. It's hard to envision Times Square not "lit up"... but the 101, 202, 303 etc. are not Times Square. The freeways are a place to concentrate on traffic conditions, weather conditions, lighting conditions, road

Don't know how they'll affect the quality of life but I do know how frustrating it has been driving trying to find a mall, museums, zoo, downtown Peoria, City Hall, schools, etc., because there are no signs showing these places at the

---

See above, #4. Just adds to the clutter and distraction of already distracted drivers.

They are an eyesore! They are tacky! We don't need that look in our city.

Businesses have many other avenues to advertize, this just cheapens the area.

It would make Peoria less beautiful.

If properly used in commercial areas such as near the stadium they could be an enhancement, making the area mor vibrant. If allowed near residential areas or along freeways where we now have open desert they will make the

---

they are another avenue to bring people into businesses, we have to continue to help businesses grow or they will

Population growth. Who wants to move to an area where they have to drive past a billboard that is lighted all night. If they would have been up when I moved here I wouldn't be a resident now.

Create a public safety hazard. Driver distraction same as texting and answering cell phone calls.

Digital billboards will increase revenue in the city by increasing sales generated by local business owners. On the same note that will also lead to more taxes paid to local government. Generally billboard's help a community out.

Distracting drivers, more accidents, waste of money, not an effective way to advertise. Bigger is not always better.

It wouldn't affect my quality of life personally but I think it would make travel in the city more interesting compared to just having regular billboards.

They'll degrade the quality of life, make the freeways a bit more dangerous because of distracted driver and clutter

Billboards will make Peoria look like a cheap, classless display of brightly lit neon signs.

I don't see it as a value added benefit. I think that is an unproven expectation. It just seems to be the new kid on the block. What happen to the concept on no billboards cluttering the landscape? Again, I see the seating around the entertainment area the most beneficial along with use for Amber Alerts.

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Billboards, be they digital or not, add to the sight pollution in the City. Digital ones are in my opinion, a waste of

They would help business and increase revenue.They're also very cool.

Change the feel of our "community."

---

none

There is enough advertising

Please don't sell out to the advertising lobby, they have lots of money and influence. Be leaders, show some

I thought Peoria wanted to be the next "Scottsdale". We NEED to mimic Scottsdale's regulations and standards in order to achieve that goal. Does Scottsdale have these types of billboards anywhere near residential areas or on their freeways? What are their standards? Let's make Peoria a place that holds its value!

increased revenue

---

Billboards are a distraction especially when digital and people deliberately slow down to see the remainder of the message.

Too many signs cheapen the appearance of the state.

Tv commercials, newspapers, mailings and computer advertising are more than enough for greedy businesses. Keep AZ pristine & as natural as possible. Thank you

Too much light...we moved here to be on the edge of the valley... Lake Pleasant Parkway is already turning into Bell Road with all the traffic lights. Peoria needs to offer both city and rural. Protect Lake Pleasant area!

Do not believe these billboards should come to Peoria.

Nothing Good about them at all.

More traffic deaths and injuries.

---

Billboards will seriously degrade the attractiveness of the city of Peoria.

Lower standards. With adding billboards to the already political signs, too much spoil and ruin.

More accidents mean more time used by public safety to handle each of them. Peoria needs to try to stay the small, rural area it started out as, not become another gaudy, LA, NYC, Las Vegas type of city.

They are more convenient for the worker that has to change them, I'm sure you use a computer to do that, and that is much safer than having someone climb up there and change it. also it will be harder for someone to graffiti it up.

I find this is another hairbrained issue that Peoria does not need to be involved in. But I am sure there are some idiots out there who will overwhelmingly support these idiotic eyesores. They offer no real purpose. I am so sick of

They would be a very negative stain on the city of Peoria. I don't think anyone coming to Peoria and considering a move here would think... wow look at all the beautiful billboards, I think I'll move my family here. I think they will say, wow, look at all these billboards that cover the beautiful sky. Why would any city do this?

I especially oppose the placement of these billboards on SR-74. That area of Peoria is especially scenic and deserves to remain that way. I also oppose the placement on Grand Ave, as the billboards will make an already deplorable corridor even more trashy looking. The speed limits on the Loops are such that these billboards are a severe traffic hazard. Please don't discount our safety and quality of life by approving these eyesores. Thank you.

It will improve, especially along the 303, to show that the City is able to work with new and modern methods of

There will be an increase in obscuration of night sky viewing for which Arizona is renowned. Peoria will become more like the mid-west where nature prevents seeing the stars, only this time, it will be us who are responsible for not seeing Polaris from our back yards. However, I must applaud the City of Peoria's efforts to be smart about this.

They are a distraction and they look cheap and trashy.

May be a good thing, making Peoria more of an attraction therefore bringing in dollars. However, PLEASE DO NOT ruin or impinge on our beauty and magnificent scenery. For example, I live way up off Happy Valley.... I do NOT want to see these at night when I am driving (YES! You can see that far! :) )

Distracting to drivers.

Blinding even though standards are in place.

Degrade residential property value if in view regardless of distance or other restrictions. Unhappy homeowners.

Not the type of impression Peoria should impress upon visitors and residents. Let Phoenix have it along the I-17.

How does this fit with natural desert appearance along the 303?

They are a distraction and they look cheap and trashy.

do not allow on Lake Pleasant Parkway or Carefree Highway. it will ruin the natural setting of desert. Higher

Digital billboards are a major traffic hazard. They distract the driver and create a major safety issue.

Provides effective community emergency information.

Cheapens the area and will cause crashes.

The only effect would be negative unless no home owner will see them

They are terrible distractions, will light the nighttime sky, reducing the visibility of stars, etc. No. No. No.

Negative effect in every way except in industrial or business areas, but even then there is the driver distraction

They will negatively affect the quality of life by changing Peoria into another Las Vegas.

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Billboards (even digital ones) are relics of a bygone era in advertising. They will cheapen and degrade the image

See #4 Answer above

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Reminder that business whims always trump the desires of the public. When was the last time you patronized a business because you saw it advertised on a billboard? Ever? Or is it just background noise? Unnecessary background noise.

I am totally against any billboards at all. People are distracted enough with cell phones. I am distracted by the billboard on east side 101. It is so bright at night. Focus needs to be on driving.

it kills the peaceful nighttime relaxing views. there is enough, or too much, light given off by the cities already.

Good advertising for businesses. Simple as that.

---

increase business

Why would one want to make a lovely desert community look like the industrial area of Phoenix?

People move out of inner cities to see and enjoy the nicer areas of the suburbs. Why would you want to bring the city to the desert suburbs and make it look like the Sky Harbor Air Port?

I really love Peoria in how it truly feels like a small town within a big city and I'm not ecstatic about losing that feeling. Bright lights and flashing signs are really the suffocating signs of a big, over-whelming city desperate for attention. Please don't put them anywhere near residential areas that are currently immune to the bright lights/big

They will degrade the quality of life. New brighter and more visually obnoxious methods of getting peoples attention (in our OVER STIMULIZED and MORE DESENSITIZED life style) will only have adverse effects on the

If done correctly, good quality design, and not like Las Vegas it should be fine.

Unless carefully regulated, billboards of all kinds can cheapen the city's environment. Regulations must be drawn up to ensure tasteful, well-designed billboards.

Again, it will cheapen the looks of our city and disrupt views of the natural beauty of our desert scenes.

Loop 101 has an impact on many communities, and Peoria should be in that mix. Ads should be of a local nature,

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Main concern: distraction to drivers

Make a negative impact as they do in Los Angeles and Las Vegas.

Bottom line, as a business it just gives them a better media that compliments billboards, and allows advertisers a good return on investment, which is what our businesses need now days.

Too much of a distraction to drivers because of bright lighting and taking eyes off the road to read.

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It will symbolize the City's rush to grasp at any possible option in the name of economic development. Good planning with an emphasis on the uniqueness and aesthetics will grow the city's economy in a much more sustainable fashion than simply following what Glendale, Goodyear and Tolleson have done.

It will symbolize the City's rush to grasp at any possible option in the name of economic development. Good planning with an emphasis on the uniqueness and aesthetics will grow the city's economy in a much more sustainable fashion than simply following what Glendale, Goodyear and Tolleson have done.

I've seen them elsewhere; they will make us look like a cheap, chintzy, commercialized Las Vegas imitator.

See # 5 and 6.

Digital billboards will help community businesses and public agencies get their messages/products and services out to the public with an attractive and affordable product. As long as they are regulated properly they should have a good impact on the city and improve the current style of billboard signs.

It can dramatically affect the life in Peoria. Digitals are cleaner and crisper. they allow for many businesses in Peoria to have more advertising opportunities. This can ultimately build the revenue for the businesses and the city. They are also a great way to get any emergency information out in a quick way.

Don't think they will affect the quality of life. I like them. We need to keep up with technology.

---

In short, increased revenue equals increased quality of life.

Brighten up the skyline, increase safety awareness i.e. missing persons, Don't Drink & Drive, Community events,

It will enhance Peoria's image as a modern city, provide public service messages, increase flexible advertising

I think it is a nonstop wave of the future and a good opportunity for businesses to have a more affordable

This new technology is very cool. Most (if not all) of the top 100 markets already have them, as do many smaller markets. They have become the last unavoidable advertising medium & powerful advertising tools for local

They will increase business activity and economic growth.

up to minute public safety information, reduced # of static billboards, and the opportunity for advertisers to be

There will be a positive effect through more affordable and effective advertising, especially for small business

My best interest is the emergency notification. If the billboard companies have the ability to program on the fly, they should be willing at no cost to the city to provide notifications such as emergency road closures, amber alerts, etc.

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Digital billboards are aesthetically pleasing. Provide current and useful information to residents

Local businesses will have the opportunity to better promote their businesses, charities and non-profits will benefit from digital billboards as there are no production costs, amber alerts can be utilized to help the areas when

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Digital billboards allow small businesses to advertise a one day sale with the purchase of one day exposure, or one hour exposure, on the sign. Advertisers are able to change prices or messages in moments from their own computers. The flexibility of the sign that can be changed in moments from home does wonders for enhancing the

the digital units today are sleek, clean and attractive and fitted with photo sensors to adjust the brightness of the display for night and day and they are automatically updated meaning that if you have an amber alert it can be programmed in a manner of seconds and the alert posted and removed just as fast, that alone speaks for itself,

Billboards will increase Business for local companies, which will better the economy as well as make Peoria a

It will bring a modern look to the city and allow business to grab the attention of there potential clients.

I see digital billboards as a way to help the local economy. This will help bring our city into the 21st century and not leave us int he dust of our "sister" cities in AZ.

Increase business awareness increase business activity and employment

The majority of citizens will not be affected in any way - nor will they care. Digital billboards show a city is not caught in the past with the mentality of overzealous ordinance loving planners. Police and government can both benefit greatly from the new technology that allows instant communication. There are a few that claim to be speaking for the majority that will insist billboards are the worst thing ever - truth is they are few in number and do

The first thing newcommers do is look at billboards which give people information on lodging, food, events, shopping etc. It also gives local residents information on events, shopping, etc to the modern, mobile audiance.

They are state of the art and can help with emergencies around the City

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negative, reminds me of the increased pop-ups on the internet that drives a person nuts. Don't want that brilliant flash in the corner of my eye. Safety should come first, not the drivel of seeing dollar signs.

BRING MORE BLIGHT TO OUR CITY .... JUST LIKE GRAFFITI !!!

I don't see a negative impact. These allow more businesses to advertise.

Lower it

I have seen this rechnology in other cities, it givens a modern (nice look }

---

They bring a cutting edge look to the city as well as helping the overall marketability of advertisers.

I am supportive with electronic billboards along the 101 and 301.

Degrade it. Make the town look cheap.

Improve quality of life

Sales = Tax revenue base money.

Less spending = less \$'s generated.

Someone will always try to be smarter, encourage to be the leader with a proven track record on this product/service.

It IS the way of the future.

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THERE IS VERY USEFUL INFORMATION ON A BILLBOARD...NOT ONLY FOR BUSINESSES BUT ALSO CURRENT EVENTS....CRIME UPDATES. THE WORLD HAS CHANGED...YOUR ADMINISTRATION NEEDS TO

In these trying economic times, it is very important that governments do all in it's power to provide a means for small and medium businesses to promote themselves and become successful entities. Economic Development starts with the small business owner and the long term success of any City is directly attributable to the correlation between the amount of small to medium sized businesses to population growth. Build your TAX BASE for long

As Fred Sanford said they would be moving on up. Dont get left behind.

The only way they would affect anyone at all positively or negatively is by helping business increase revenue which in turn creates more taxable income which in turn helps the public sector!

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The flexibility of digital billboards will give your business owners and non profits a great tool that is valued across the nation. From the cities perspective they are more attractive than standard billboards. It is common for Lamar Advertising to support Crimestoppers, post Amber Alerts, and other emergencies that effect local markets.

Increase awareness from residents, merchants, city, state & schools

The economic benefits would outweigh any possible negatives. I don't find them distracting and think they look better and cleaner than the traditional billboards.

Gives advertisers flexibility and can be good for public service messages that could be impacting the community (lost child, etc). Keeps up with overall signage in this digital age.

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I believe that they will help by giving the businesses an opportunity to reach their customer base in a new and exciting way. It also will give the city an opportunity to use the technology to broadcast safety information as needed in an efficient manner.

I've seen these digital billboards advertise community events as well as Amber Alerts/FBI warnings and in my opinion can only affect the quality of life positively.

I believe it will positively effect the community by adding state of the art looks as well as much needed revenue

Digital billboards keep up with new information technology and can maximize local business profits.

Billboards will have a positive impact on Peoria's economy.

Business' will be able to market their product and grow; as a result, the community will grow.

I think they are bright and eye catching and offer more pros than cons. They make the town look alive!

No negative affect

Digital billboards will increase the quality of life in Peoria. They have instant messaging to aid the police force. You can post community events, etc.

Digital billboards add a flexibility to marketing that businesses current do not have. it allows for timed events and specials by day or day of the week that currently cannot be done on traditional Outdoor.

Quality of your life is what you make it of it.

They will help with local jobs and businesses. Jobs for installing the ad and local businesses for getting the word out through advertising of certain deal / promotion / new business openings.

Billboards would increase advertising exposure for local businesses and could also promote positive aspects of the city and surrounding areas, attracting more tourism and industry.

it should help local businesses as well as make residents aware of any emergency situations that may occur.

Increased local business means better income base for all.

Having seen digital boards throughout the country as well as in my home town, I am not aware of any NEGATIVE impact that they have caused. The modernization of the industry appears to be appealing and has projected a

They will enhance the audiences awareness of what is available in our fair city.

It will help everyone, time to move into the 21st century.

As to the maximum number of digital displays. They will be limited by the billboard companies based on economics. You can't put one on every corner its just not feasible.

improve the business and social environment for all residents

Billboards demonstrate that the local government is in tune with local businesses and that the business climate of Peoria is vibrant and growing and that it would be a good place to start or re-locate business operations.

They will have a positive impact.

They create opportunities for business & show the city is a modern city

It will negatively impact the look and appearance of our community.

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If you want to be as ugly as Glendale then Peoria can sell its soul and sense of place that you are hoping to create

If these billboards can pay for parking garages for P83 then I am for it. If they can help Old Town development I am for it. If they can be used to get rid of the paper billboards on Grand Ave then I am for it. Other than that I am

See answers on question 5

The digital billboards along loop 101 in glendale were very informative and pleasing to the eye. They can be the same in Peoria by advertising local businesses and local events. Valley residents need to know that Peoria exists

We are bombarded with advertisements everywhere we go. PLEASE...NO MORE!

Im opposed to the idea of billboards of any kind. Im from MI and I consider them an eye sore. After living so long with out seeing them I consider them more an eye sore and a sell out by the local bodies.

Refer to #5 above, in my opinion.

Will block more views of our natural surroundings and continue to bombardment us with unwanted advertising.

Distracting drivers.

Too bright.

Using electricity we dont need to use.

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I believe it will enhance the cityscape and allow Peoria to be a leader in technology. As I said before, I would urge the city to do something no other city has and partner with PUSD High Schools to gain revenue for the High Schools in the city also.

I think it can only help direct people to area business and new home builders.

It will increase in traffic accidents and distracted drivers taking their eyes away from the road.

Garish displays cheapen the family friendly image of Peoria.

Billboards provide an excellent source of revenue for the city, but so would a casino. Peoria should not have casinos or digital billboards. If Peoria would like to be the "Scottsdale of the West Valley" garish billboards will be a

They ad nothing for the general publics quality of life unless the city can gain hundreds of thousands of dollars from the partnership with the billboard companies to really do significant projects for the community. However, I believe glendale only gets around 50K a month - \$600,000 annual - better have a transparent system of providing where the money is going since WE ALL HAVE TO LOOK AT THEM IN THE PUBLIC REALM.

Ads can be information and even, as in the older Burma Shave signs, entertaining. Too many can impact the quality of life, but the format should not matter.

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Billboards, IMHO, should only be placed in commercial/industrial areas in alignment with the business environment. In open and/or residential areas, they are distractions and commercialize the natural settings.

Affect the quality of life? Its a stationary piece of metal, plastic and electronics. Crime going to go up? Businesses going to close up? Education of kids going to drop? If people are so damn sensitive that they feel a sign is going to "affect the quality of life", they need to move. These signs will be bring needed revenue to local businesses, which will put more money in the pockets of business owners, their employees, outside suppliers etc. and give

As long as they are not an eyesore, any additional revenue for the city is good in my opinion.

Very ugly dont allow these eyesores

Billboards will serve to be nothing more than an eye sore for the City of Peoria. With the opening of the 303 the city should preserve the natural desert as much as possible while at the same time develop the area for business

The open desert lands located in City of Peoria are a major "plus" for the city. They shouldn't be ruined with billboards. They have the possibility of disturbing the peace and tranquility of some Peoria neighborhoods. They could affect the beauty of the natural landscape. They could cause an increase in accidents due to driver distraction.

Light pollution: I have listened to statements the engineers make about candle power. I live near the boards already in place and at night they can be seen for miles. Not to mention the light colored ads are blinding in the  
Distraction: I drive the 101 just about everyday. And just about everyday there is a slowdown around the boards from people reading them.

Please don't junk up our beautiful open spaces for the sake of money.

Billboards would spoil the natural beauty and appeal of the desertscape. This would severely impact tourism in Arizona. They are also a safety hazard, creating distractions for drivers and potentially costing lives!

icky, ugly and unnecessary

We purchased in Peoria because of the lack of visual pollution. I do not feel they have a positive impact on the the community visually or otherwise.

The are visually distracting and could cause traffic accidents.

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Makes the roads uglier and look cheap.

They will make the city uglier than it already is.

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It will cause the night sky to be too bright

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not at all

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if it is done right it wont be bad. Dont put them by residential.

Residing directly off Exit 9 of the 101 at the intersection of 91 & Olive currently the noise from the traffic passing by AND traffic from Cardinals stadium during football season is a huge distraction. PLEASE DO NOT place bill boards along this route, We are congested enough and have to deal with enough noise and lights!! Our quality of life is

They are pollution. They clutter the views of our beautiful desert. If they are so great, put them in Scottsdale where things are "beautiful" along the freeways.

## CLUTTER AND USELESSNESS

I think it will be useful to generate revenue for the development of p83. something well needed in the city of peoria to help boost the sports complex/entertainment district.

They would seriously degrade the quality of life we enjoy in Peoria. We don't want to live in another Las Vegas. That is what these billboards bring to mind and convey.

I am 100% for Digital billboards if the revenue is going toward the P83 project. Plus, it will help local businesses market more and hopefully attract people that are driving through.

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I view the use of digital billboards mainly a safety issue - distracted drivers are dangerous to themselves and others. Why increase the means of distraction? Are cell phones not enough?

Don't think they will affect the quality of life but do think they will take away from the beauty of the desert areas. One of the things we liked about the area when we moved here from LA was the absence of billboards.

I think it will deminish the quality of life a lot. I dont want to wake up in the morning before dawn and see a bright billboard shining in my backyard or my back window. I hate driving along the 101 and seeing the digital billboards. I think it looks terrible. There are other ways the city can make money besides getting in the ad buisness. It is just plain wrong. I dont like driving at night haveing my children look out the window and stare at chicken nugget signs, and get distracted. I am planning on moving to North Peoria and I think its very nice up there. Peoria is nicer than

Please dont put one near Rio Vista Park. I just went there for the first time the other week. It is a great park and great area. It would be ruined by the billboards.

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They are distracting for drivers and also for the beauty of surrounding areas. This is a slippery slope - if they are allowed - what's next?

People live in the southwest for peaceful open spaces, not to have a Tio Rico Payday Loan advertisement burned into their retinas. In most places you can go to a disco, in Peoria, the disco comes to you.

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These signs should not be allowed anywhere. No person who has seen these signs could logically claim any benefits other than revenue

Digital billboards are unnecessary distractions to drivers and provide minimal to no benefit on public events and

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I note the regulatory standards listed above to reduce the impact of digital billboards, are all "potential" and "could" be put in place. I suspect a number of the standards will not be put into place. Light pollution and message change

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Great way to share community events and create revenue from ads

Billboards will adversely affect the quality of life in Peoria. The city's nightscape will be ruined for all who live near the billboards and those who drive on the affected transportation corridors.

they will cause more accidents and possible loss of life - do not use them at all

Negative.

Let's make Peoria a beautiful vibrant city in all the best ways. That is the way to make the city a place where people want to live, work and visit.

Billboards are an intelligent answer to the question of funding projects needed to keep the city moving forward, the projects that increase the quality of life for the people of Peoria.

i drive the valley all day long and i think the signs distract drivers and in general degrade the areas they are

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Awareness of traffic changes due to accident, fire etc and Amber alerts

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They will not affect the quality of life.

None

Will not

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