

February 7, 1998

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7525 East Camelback Road
Scottsdale, AZ 85250

Thank you for printing the attached letter suggesting that the City of Scottsdale revise its sign ordinance to reduce the visual pollution caused by developer signs along the Desert Foothills Scenic Drive. Now the pollution problem is being exacerbated by the posting of large political campaign signs along the Scenic Drive. No matter the politician's name, the pollution is the same.

In 1998 there are many new ways of getting a message across: telephones, TV, radio, faxes, database-driven direct mail, Web sites; etc. Do we really need to continue this archaic, invasive practice? Other than the few people running for office and sign makers, I don't know anybody, anywhere that enjoys looking at these signs – even on “unscenic” drives.

Some candidates are getting the preservation message and refraining from posting signs along the Scenic Drive; others are not. So let's add political campaign signs as candidates for stricter control. Most visitors come here to see the desert and mountains, not the names and proclamations of strangers. Let's change the ordinance, preserve the view and desert character, and meet the needs of our customers.

Les Conklin
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