



To the Staff of Oro Valley,

Tohono Chul Park Inc. (TCP) is asking for the following changes to the Planned Area Development:

1. Increase the banner size from 1.5' x 6' to 2.5' x 8.5'.
 - a. TCP's Director of Marketing mistakenly requested a size that is suitable for pedestrian traffic, not vehicular traffic. After the pedestrian-sized banners were approved in the PAD and research continued to implement the project, she discovered the error.
 - b. The requested size is closer to the recommended letter height of 11.4 inches for vehicular traffic on a four lane road. (We are not requesting larger banners that fit the optimal 11.4 inch letter height in the interest of retaining visual appeal on the road.)
 - c. The larger size better accommodates the round shaped logos of both the Town and TCP. The increased size doubles the diameter, which quadruples the area mass of the logo. Oro Valley's logo is visually complex, so the increased size is critical to make it recognizable from the road.
 - d. With approval from the Town, TCP purchased \$12,000 worth of 20' aluminum poles. When banner design was subsequently completed, the pedestrian-sized banners looked disproportionately small on the tall poles.

2. Allow Tohono Chul additional advertising space on every second consecutive banner.
 - a. Once the designs were created, it became apparent that using only the Oro Valley logo on all six of the signs made it seem as if Tohono Chul was operated by the Town of Oro Valley. Alternating the two logos distinguishes the two entities. (Since parks are generally run by government entities, many people already assume Tohono Chul is also a government entity).
 - b. Alternating the TCP and Oro Valley logos adds visual appeal to the banner signs.

The importance of the signs, as discussed and agreed by both Tohono Chul and Oro Valley during the planning stages are:

1. Equivalent to a full-page advertisement in the Northwest Section of the AZ Daily Star, every day for a year. This equates to \$2,800 per day or \$1,022,000.00 per year in advertising.

2. Distinguishes the most popular offerings of Tohono Chul.
3. Highlights Oro Valley's cultural offerings.
4. Advertises Oro Valley's newest annexation.
5. Drive-in traffic from I-10 to five of the seven most popular resorts in Tucson must pass the new banners. This alerts tourists to Oro Valley's cultural offerings.
6. The banners border the southernmost part of Oro Valley, letting people know they are entering our fair town.

Please join me in ensuring that we install correctly sized banners that are both proportionate to the poles and legible to passing traffic. The smaller signs currently approved in the PAD will not be legible and will simply clutter the roadside and increase public complaints. Let's make these banners valuable and worthwhile.

Sincerely,

A handwritten signature in cursive script that reads "Marcia Ring". The signature is written in dark ink and is positioned below the word "Sincerely,".

Marcia Ring
Director of Marketing
Tohono Chul

Please see attachments below