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*Town of Oro Valley*

Feb. 9, 2015

Members of the Conceptual Design Review Board  
Town of Oro Valley staff

Ladies and gentlemen,

The Greater Oro Valley Chamber of Commerce is in support of the **master sign program revision for Oro Valley Marketplace, Item 2** on your agenda Tuesday evening.

In the interest of full disclosure, property owner **Vestar** is a member of our Chamber, as are tenants **Wal-Mart SuperCenter, Century Theatres, Blue Banana Frozen Yogurt, Tangerine Dental and State Farm / Wendy Wise.**

Allowance of signage on the rear elevations of buildings facing Oracle and Tangerine would **meet zoning requirements**, and be **equivalent to the rights** afforded other Oro Valley businesses. Rear-wall signage is a common retail practice throughout Southern Arizona. **This is in part an issue of fairness.**

Rear-wall signs would do **no harm to the general public.** Signs would be visible to motorists on Tangerine and Oracle roads, but not visible from nearly all existing residences.

Nearly 10 years ago, in 2006, current permissions were granted to Oro Valley Marketplace by town government. The competitive landscape has changed markedly in those nine years. It is a challenging environment, and becoming moreso with new retail activity south of the Marketplace, and along I-10.

The Marketplace has **shining, successful businesses**, but others that **need more traffic.** Last month, 2 Marketplace businesses closed. It is our understanding that others want to lease space in the Marketplace, but they want **assurances of rear-wall signage.**

Please remember the **greatest threat** to any shopping center, and by association to its community, is **empty glass.** Empty storefronts decay, and make business more difficult for all neighbors. Active storefronts improve life for business and community alike.

We **respectfully request those permissions be granted**, so that Oro Valley Marketplace can **step closer to its full potential.**

Thank you for your time and your service.

Dave Perry  
President / CEO  
Greater Oro Valley Chamber of Commerce