

LET'S MAKE SURE THERE ARE NO MORE MISTAKES LIKE THE BMO SIGNS!

Coming soon?

Another huge, annoying face-lit LED sign like BMO will invade our homes.

Here's what you can do NOW to stop it!

The building at 2020 N Central Ave has asked the City of Phoenix for a 'MAJOR' amendment to the building's Comprehensive Sign Plan to erect huge, face-lit LED bright white signage to invade our homes, yards & balconies. After unanimous testimony & emails against the sign from almost 100 residents at a City hearing on March 14 (standing room only), the Hearing Officer said he would reject the sign unless the applicant offers more information & changes in a 2nd hearing on May 2. **YOU CAN STOP THIS SIGN FROM BEING APPROVED BY DOING THESE THINGS:**

1- ATTEND THE PUBLIC HEARING & STAND UP with your neighbors on Thurs, May 2 at 9:00 AM: Calvin Goode Bldg, 251 W. Washington, 10th Floor, Conference Rm 10E (if you attend, you MUST fill out an attendance card there to be 'counted').

2- BETWEEN NOW & APRIL 30, SEND AN EMAIL to Hannah.bleam@phoenix.gov. Points to raise: (1) We don't want more signs like BMO that cause 'increased glare' that 'invades', 'intrudes', & 'trespasses' into our homes (IMPORTANT: use the word 'glare'); (2) We oppose the 'bright white color' caused by 5000 Kelvin LED lights** (street lamps are only 2700 Kelvin 'white color'); (3) The sign should use soft 'halo back-lit' lighting instead of 'front face-lit lighting'; (4) The sign is way 'too large' & 'disproportionate' – make it smaller; (5) Why is any lighting needed? It's a day-time office building! Send questions to us, your neighbors fighting this sign, at StopBrightSigns@gmail.com & FOLLOW WEEKLY UPDATES AT www.willophx.com

**Did you know the AMA says 5000 Kelvin lights cause health problems?
<https://www.ama-assn.org/press-center/press-releases/ama-adopts-guidance-reduce-harm-high-intensity-street-lights>

Summer 2016: Erected by BMO on Central Arts Building (Dial Building) at 1850 N Central Ave. Our community fought & won 50% brightness reduction on this '5000-Kelvin' sign (5000 Kelvin = ultra-white). *"But still too bright"*



Proposed 2019: Proposed face-lit LED '5000 Kelvin' sign below – for the north & south sides of 2020 N Central Ave – is LONGER than BMO letters & will face

Willo, Phoenix Towers, Regency, Tapestry, Alvarado & more historic neighborhoods.

But even a shorter, smaller face-lit LED sign will harm us!



"Say NO, don't let another BMO happen"

