



*Stevensville Main Street Association*  
*P.O. Box 18*  
*Stevensville, MT 59870*

Friday, October 12, 2012

To: Commissioner, Greg Chilcott  
Commissioner, J. R. Iman  
Commissioner, Jeff Burrows  
Commissioner, Suzy Foss  
Commissioner, Ron Stoltz

This letter is to advise the objections the Board of Directors of the Stevensville Main Street Association and its Design Committee have against the proposed changing of existing billboard regulations in Ravalli County.

The existing billboard regulations came about by many hours of volunteer time researching, recording and analyzing verbiage that made the existing regulations compatible to the tourist, business owner and property owner. We respect the time and efforts of these volunteers and see no reason that would hold merit to change them.

It is our understanding that the proposed changes will allow billboards along Hwy 93 to increase in size by 2000%, side roads 1000%. This change would not enhance the 93 roadway system. Furthermore, it would not support the Montana Brand Platform. That platform references:

- More spectacular unspoiled nature than anywhere else in the lower 48. This is what distinguishes Montana from our competitors.
- Vibrant and charming small towns that serve as gateways to our natural wonders. This pillar mitigates the perception of Montana being remote without denying it.
- Breathtaking experiences by day and relaxing hospitality by night. This pillar leverages Montana's strengths (nature and scenery) with qualities our audience desires (comfort and exhilaration).

We want to be the place that meets the tourist/visitor desires of unchanged, unspoiled nature, spectacular in their views and we have all of the pillars of the Montana Brand right here in the Bitterroot Valley and we need to respect that. Oversized signage does not direct or inform any better than a more conservative approach that respects the environment it is in and the intelligence of the visitor to be able to get the message without being assaulted by it.

Please give thought to the Montana Brand before you make changes that will go against it and destroy the very assets we have.

We appreciate your consideration of our request and hope that you will give support to our request to not change the existing billboard regulations. in Ravalli County.

Sincerely,  
Joan Prather, Director  
Board of Directors  
Design Committee  
Stevensville Main Street Association

## Glenda Wiles

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**From:** Martha Knox [mknox@cybernet1.com]  
**Sent:** Friday, October 12, 2012 11:35 PM  
**To:** Ravalli County Commissioners  
**Subject:** Eastside Sign Ordinance

Dear Commissioners:

Please do not change the sign ordinances for the Eastside Highway or RT. 93. Those ordinances were changed to their present reading for a good reason and I like them that way. Huge billboards junk up the landscape and make for a much less pleasurable drive. I treasure the rural nature of our valley, and so do many of its visitors. I often hear people exclaiming about the unimpeded views of the mountains, but have never heard some complain about the lack of signs. It ain't broke, so don't try to change it!

I have to work Monday, October 15, but I would be at your meeting, voicing my disapproval of any change to the sign ordinances.

Thank-you for listening,

Martha Knox  
956 Bass Lane  
Corvallis, MT 59828  
406-961-4729

**Glenda Wiles**

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**From:** Alla Brooks [abrooks@montana.com]  
**Sent:** Friday, October 12, 2012 4:36 PM  
**To:** Ravalli County Commissioners  
**Subject:** Sign ordinance

***Please LEAVE OUR SIGN ORDINANCE ALONE!!!!***

***One of the reasons I live here is to enjoy the valley scenery. Please do not pollute our highways with distracting large signs. The existing sign ordinance is fine the way it is.***

***Alla Brooks  
916 Springhill Rd  
Hamilton***

**From:**

**Nancy Wilkins  
704 South 4<sup>th</sup>  
Hamilton, MT 59840**

**October 12, 2012**

**To: Ravalli County Commissioners**

**RE: Proposed changes to citizen approved off-premises sign ordinance**

**I am writing to express my deep disagreement with your proposed changes to the existing off premises sign ordinance.**

**Fir the record, I am speaking as a current local business owner, who has owned three different businesses in the Bitterroot Valley since 1983.**

**The existing ordinance was developed through lengthy and diligent citizen process, in which we agreed that we care about the aesthetics of our beautiful valley, and that to maintain those aesthetics, the right size of off-site signage is 32 square feet, with signs being no more than 10' tall.**

**For you to change these standards by a factor of ten is outrageous.**

**It is clear from the language of the proposed changes that you believe this is the best way to support economic growth in the valley.**

**I could not disagree more strongly.**

**I refer you to Tom Powers' economic studies, completed through the University of Montana, which clearly demonstrate that our clean environment – including the visual human-made environment – is a major factor in maintaining health, economically vibrant communities in areas like ours.**

**Our valley environment is our most precious resource and I am vehemently opposed to you taking any action to raise the current absolutely reasonable standards on off-site signage.**

**Thank you,**

**Nancy Wilkins**

## Glenda Wiles

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**From:** Jory and Teresa Baldrige [jtbaldrige@gmail.com]  
**Sent:** Friday, October 12, 2012 3:25 PM  
**To:** Ravalli County Commissioners  
**Subject:** sign ordinance

Dear County Commissioners,

I was horrified to read about a possible change in the sign ordinance to allow for much larger signs along roadways. PLEASE do not consider any further any plans to increase the allowed sign size. Please either leave the sign ordinance as it is, or preferably, make the requirements smaller. Many people live here and visit here to enjoy the beautiful scenery. Do not desecrate our lands by allowing any increase in sign size. The highways and other roads are already cluttered with too many and too large of signs.

Thank you.

Sincerely,

Teresa Baldrige

**Glenda Wiles**

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**From:** Munir Peter Reynolds [director@dancesofuniversalpeace.org]  
**Sent:** Friday, October 12, 2012 2:18 PM  
**To:** Ravalli County Commissioners  
**Subject:** Sign Ordinance

Dear Commissioners,

I am writing to express my strong feeling that the Ravalli County sign ordinance should be left as it is. The changes that you are considering are way, way beyond what I and any of my neighbors want to see. The quality of life in this beautiful valley is dependent upon having thoughtful boundaries on the limits of commercial advertising in our view sheds. Please do not change the ordinance.

Thank you,

Peter Reynolds  
465 Weber Hts  
Corvallis, MT 59828  
406 961-5181

## Glenda Wiles

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**From:** Sharon Dedmon [sharon.dedmon@prumt.com]  
**Sent:** Friday, October 12, 2012 2:18 PM  
**To:** Ravalli County Commissioners  
**Cc:** sroubik@cybernet1.com  
**Subject:** Website Email - Sign Ordinance 2000

Dear Ravalli County Commission... I would like to add my voice to those opposed to the newly proposed sign ordinance. There is absolutely nothing to be gained by this change. The Bitterroot River brings in tourists and fisherman and hunters from February through November they spend their dollars in our community. Do you think they want to see billboards while catching trout from this world class fishery? Probably not. Rethink the changes. Our sign ordinance from 2000 is well written, thoughtful, and enough.

*Sharon Dedmon* 

*Prudential MT Real Estate 120 So. 5<sup>th</sup> St. Hamilton MT 59840*

*406-360-0258 cell 406-375-8794 office*

*[www.catchmontana.com](http://www.catchmontana.com) [www.prumt.com](http://www.prumt.com)*

*"Elegance does not consist of putting on a new dress." Coco Chanel*

## Glenda Wiles

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**From:** cheryl Bramsen [cbramsen43@hotmail.com]  
**Sent:** Friday, October 12, 2012 1:12 PM  
**To:** Ravalli County Commissioners  
**Subject:** Billboards

To the Five of you:

Why on earth would you even consider more billboards on our highways and roads in Ravalli County? The resentment I feel every time I pass the giant signs south of Florence is just one example of an unnecessary eye sore on our roads. Can't we protect this County as well as they do in Paradise Valley south of Livingston? Do we have to even consider enlargement of the existing regulations? I thought you ran on less government Ms. Foss? So far you have drug up arcane reasons for your existence let alone digging through old regs. So you want to fix the old laws because????? Something to entertain yourself when we have so many problems with road maintenance, flooding and irrigation woes? Give us a break and abandon your pursuit of this issue.

Cheryl Sage, landowner and frequent traveler of Hiwy 93  
PO Box 301  
Florence, MT 59833

## Glenda Wiles

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**From:** laura merrill [laura.merrill@prumt.com]  
**Sent:** Friday, October 12, 2012 1:11 PM  
**To:** Ravalli County Commissioners  
**Subject:** Sign Ordinance

I am strongly opposed to changing our existing sign ordinance. Increasing the size of the signage on Hwy. 93 and Eastside Highways is not what this Valley wants or needs. We should leave the ordinance in place, as-is.

Laura Merrill  
Stevensville

## Glenda Wiles

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**From:** Nanette Morozumi [nanette\_morozumi@yahoo.com]  
**Sent:** Friday, October 12, 2012 1:02 PM  
**To:** Ravalli County Commissioners  
**Subject:** New Sign Ordinance - AGAINST!!!

Dear Ravalli County Commissioners,

I wanted to lend my vote **AGAINST** the new proposed Sign Ordinance which is already on it's way to a 2nd reading. When the first sign ordinance was approved back in 2000, it was done with much study, resident input and thought. Because of that, we are privileged to enjoy the beauty of the wonderful place we live here in the Bitterroot Valley, instead of subject to massive advertising and signage which we are assaulted with daily by tv and radio. I urge you to vote against the 2nd reading of this new sign ordinance in accordance with the wishes of the general public in Ravalli County.

Nanette Morozumi  
38 Rockland Lane  
Victor, MT 59875  
406-642-6704

## Glenda Wiles

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**From:** Sarah Roubik [sroubik@cybernet1.com]  
**Sent:** Friday, October 12, 2012 12:05 PM  
**To:** Ravalli County Commissioners  
**Subject:** Do not change our sign ordinance - Andy Roubik

10/10/2012

To the Commissioners

I am writing to you today about your intention to change the citizen initiated sign ordinance. Any time a citizen initiated ordinance is up for a change of ANY kind it should be front page news! The only notice that you gave the public of your intention to gut the ordinance was in the fine print of the paper. Very sneaky. Remember, it is the citizens of this county that elected you. If it were not for a letter to the editors of local papers you would have gotten your way almost unopposed.

Now that the people know what you intend, you are hearing that your idea is quite unpopular and against the will of the people. Suzy Foss has now stated that she thinks that a citizen committee could be set up to discuss this as long as there are people on both sides of the issue. Well, public comment has no individual on record who says that they are for changing the ordinance.

Suzy Foss has Highway 93 frontage and has stated publicly that she wishes that she had put up a billboard before the sign ordinance came into effect for the extra money. I ask that she recuse herself from further discussion or voting on this issue for both moral and ethical reasons.

Please leave this ordinance intact. Next time one of you decides to change a citizen initiated ordinance, please make your intentions known. Thank you for considering this letter.

Andy Roubik

961-4143

**Glenda Wiles**

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**From:** Becky Homan [becky.homan@gmail.com]  
**Sent:** Friday, October 12, 2012 11:04 AM  
**To:** Ravalli County Commissioners  
**Subject:** Sign Ordinance

Dear Commissioners: As a new resident of the valley -- also a visitor here from as far back as the early '80s -- I am stunned by the current amount of large, unsightly signage along Highway 93. These signs often take away from views of the spectacular Bitterroot and Sapphire mountains -- reasons that we moved here in the first place and have invested in completely rehabbing an old house in town.

Even more unsettling is news that county commissioners are proposing to let the state regulate signage, allowing for installation of even bigger new billboards on 93. What a blow this would be to us residents and also to tourists who COME HERE FOR THE MOUNTAINS, not the signs, and learn where to spend their money here without help from big billboards. We certainly did!

Please keep the current sign ordinance in tact and under the control of your Ravalli County Commission!

Sincerely,  
Becky Homan  
(314) 852-1171, cell  
801 So. Third Street  
Hamilton MT 59840

**RECEIVED**

October 12, 2012

**OCT 12 2012**

Ravalli County Commissioners

Ravalli County Commissioners

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Courthouse

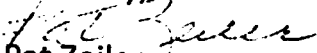
Hamilton, MT 59840

This letter is to register my strong opposition to changing the existing sign ordinance in effect in the county. Lack of planning and zoning along Highway 93 has created enough ugliness from Hamilton to Victor already. Cluttering up the Eastside Highway and other county roads with massive signs would further destroy the views which are diminishing because of the burned mountains.

People come to this valley to enjoy the scenery and not too look at ugly billboards. I always feel sad when I come back to the valley from a trip to Oregon because they have so many scenic roads without a massive bunch of billboards.

Tourism is important to this valley. Please, please do what you can to keep what we have.

Sincerely,

  
Pat Zeiler

203-Wyant Lane

Hamilton, MT 59840