

Feb 15, 11 Councilmember
Reports
2/16/11

from Robin Falkingham

Dear Council Members,

We would like to see a provision in the sign ordinance that allows "like businesses to compete on a equal basis," through the sign ordinance

i.e., Footloose is located on a corner with their own monument sign 10 ft high

Kittredge Sports has a 90 sq. foot sign on the facade of their building roadside.

We are located in a mall, setback 100 yds from the road & we cannot have a monument sign or any signs on the roadside facade of the building. The only way we are able to compete on an equal basis is through signage - we can't compete advertising \$\$ wise.

Thanking you