



AGENDA ITEM SUMMARY

Agenda Date	November 07, 2023
Requested Action	Consider a Certificate of Appropriateness for a wall sign located at 189 South Main Street (Before Your Eyes Interiors)
Contact Person	Sara Serra-Bennett, Planner II, Planning Department
Background Information	HLC case Number: 2023-11-005A
	Contribution/ Integrity: Contributing/ Medium
	Related Case: 2023-09-005D – E: Signs 2023-04-007: Sign 2018-02-001: Wall Sign 2017-07-002: Wall Sign 2017-07-003: Exterior Colors
	The proposed sign will be placed facing Main Street above the existing awning. It will be max metal, measuring 234” x 30”, with one font, and two colors, as shown in the attached materials.
Item Justification	<div> <input type="checkbox"/> Legal/Regulatory Obligation <input type="checkbox"/> Infrastructure Investment </div> <div> <input type="checkbox"/> Reduce Costs <input checked="" type="checkbox"/> Customer Pull </div> <div> <input type="checkbox"/> Increase Revenue <input type="checkbox"/> Service Enhancement </div> <div> <input type="checkbox"/> Mitigate Risk <input type="checkbox"/> Process Efficiency </div> <div> <input type="checkbox"/> Master Plan Recommendation <input type="checkbox"/> Other: </div>
Strategic Alignment	C2 – Seeking customer-driven feedback. C3 – Collaborating with community partners to enhance quality of life. F3 – Maintaining a balanced and diversified economy.
Financial Considerations	
Citizen Input/Board Review	
Legal Review	
Alternative Options	

Supporting Documents	Att 1 – Location Map – 189 S Main St Att 2 – Street View - 189 S Main St Att 3 – Sign Details – 189 S Main St
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