

Andrea - Deputy Clerk

From: Nancy Crowell <nkcrowell@hotmail.com>
Sent: Monday, November 7, 2022 11:12 PM
To: Andrea - Deputy Clerk
Subject: FW: Love La Conner installation - JUST SAY NO

Please add this to the Council packet for Tuesday, November 8th.

Thanks so much!
Nancy

From: Nancy Crowell
Sent: Monday, November 7, 2022 9:12 PM
To: council_1@townoflaconner.org; council_2@townoflaconner.org; council_3@townoflaconner.org; MaryLee Chamberlain <council_4@townoflaconner.org>; Mary Wohleb <council_5@townoflaconner.org>
Subject: Love La Conner installation - JUST SAY NO

Dear Council members –

I'm writing to express, once again, my objection to the proposed "Love La Conner" advertising sign in Gilkey Square. I see that this tired idea is once again on the agenda for the November 8th meeting.

The town of La Conner has been very conservative regarding signs in town and prohibits excessively large commercial signs for all businesses in town. It strikes me as ironic that a sign of this size would even be considered. It sets a terrible precedent for future sign proposals and opens the door for future, objectionable ideas.

This proposal was conceived during the pandemic when a handful of people were charmed by a homemade "Love La Conner" display during a time of lockdown and fear. Someone made the leap from that impromptu display to spending a lot of money on a permanent installation. I can find nowhere in the presentation that there has been ANY market research or data to suggest there is any positive benefit to the town. This is a massive intrusion upon our small and cozy town square. When people objected to the first proposal, the sign was redesigned. The people making this proposal didn't seem to get the message that it wasn't just the design, but the concept that most people find objectionable. La Conner is a quaint and charming town. There is no need for a sign that tells people how to feel about it.

The example sign being shown as a comparison is located on a wide open beach in the city of Nice, France. There is no comparison to the intimate space of Gilkey Square. Why in the world would La Conner want to invest more than \$20,000 on something trendy that will become an eyesore in no time at all? It smacks of desperation and trying too hard. Why is this necessary? I have yet to see any information that gives a satisfactory answer to that question. There are so many other ways that money could be used to promote the town and the town's values – such as support of the arts – that would be more meaningful and lasting.

PLEASE. Just say no to the Love La Conner sign in Gilkey Square! It's unnecessary and intrusive and the money allocated could be used in better ways. T

Thanks for putting my comments in the record.
Nancy Crowell
528 Road Street