

**Heidi Scoble**

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**From:** Barry Peterson Studio 300A [barry@studio300a.com]  
**Sent:** Wednesday, November 13, 2013 2:05 PM  
**To:** Heidi Scoble  
**Subject:** wayfinding signage

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CITY OF SAUSALITO  
COMMUNITY DEVELOPMENT

Heidi,

It's doubtful I'll make it to the planning commission meeting tonight, but if at all possible (and it's understandable if not) I would like to send in some commentary on the wayfinding signage item as late mail.

Commissioners;

As hesitant as I am to bring visitors to the precious little areas of town we residents have left—for we residents are somewhat limited to the areas of town that don't possess as much economic viability as others (read; are not as beautiful nor historic) for our local services, and having lost our historic downtown to primarily visitor serving businesses of dubious quality, I still cannot find fault with the proposed wayfinding signage. These signs merely direct folks to that which exists. And more, they provide a kind of urban unification, a kind of visual coherence to the townscape which helps bring a kind of "somewhereness" to our town. They are a gentle kindness extended to all.

We certainly do need to be very careful about how we integrate local and visitor oriented businesses (and traffic) so that we do not lose our locals oriented businesses altogether—which can and does happen. But this wayfinding signage project is neutral in that regard and so as a resident and local architect, I find this proposal agreeable and beneficial to both locals and visitors. I hope you can find a way to support this proposal.

Thanks for your time.

**300A**

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