Subject:

FW: a ferry good !dea: Sausalito Signage

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CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

From: Linda Justmann [mailto:artvertising@hotmail.com]

Sent: Wednesday, November 13, 2013 10:41 AM

To: Rafael Miranda

Subject: a ferry good !dea: Sausalito Signage

November 2013

Representing the Mark Reuben History Gallery and Sausalito Bike Rentals, for over 20 years, we talk with hundreds of people weekly.

Besides minding our own business, we are 'community concierges' answering questions, giving directions to the ATM, RestRooms, Ferry and GG Bus, as well as suggesting places to dine, shops to explore, galleries to visit and bike tours around Marin.

Signs would contribute to making it easier for visitors and (could) encourage them to move along Bridegway and up Princess more. Use the Sausalito SeaL as the 'mascot' on the signs, as he is already here, no need to reinvent anything.

We encourage you to notice @ the ferry depot, there is no clock and the machines (placed in the sun) can be confusing. There are (2) ferry services, going to (2) different locations in the city.

Also, in front of Wells Fargo, where the Golden Gate Bus stops to go to San Francisco could use a more informative sign, letting travelers know it stops hourly and that exact change is needed.

Reporting 'from the field' everyone is enchanted with a visit to Sausalito and the opportunity to make it a bit more artisan-oriented and whimsical would be easy to accomplish.

Thanks for listening,

Linda Justmann

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