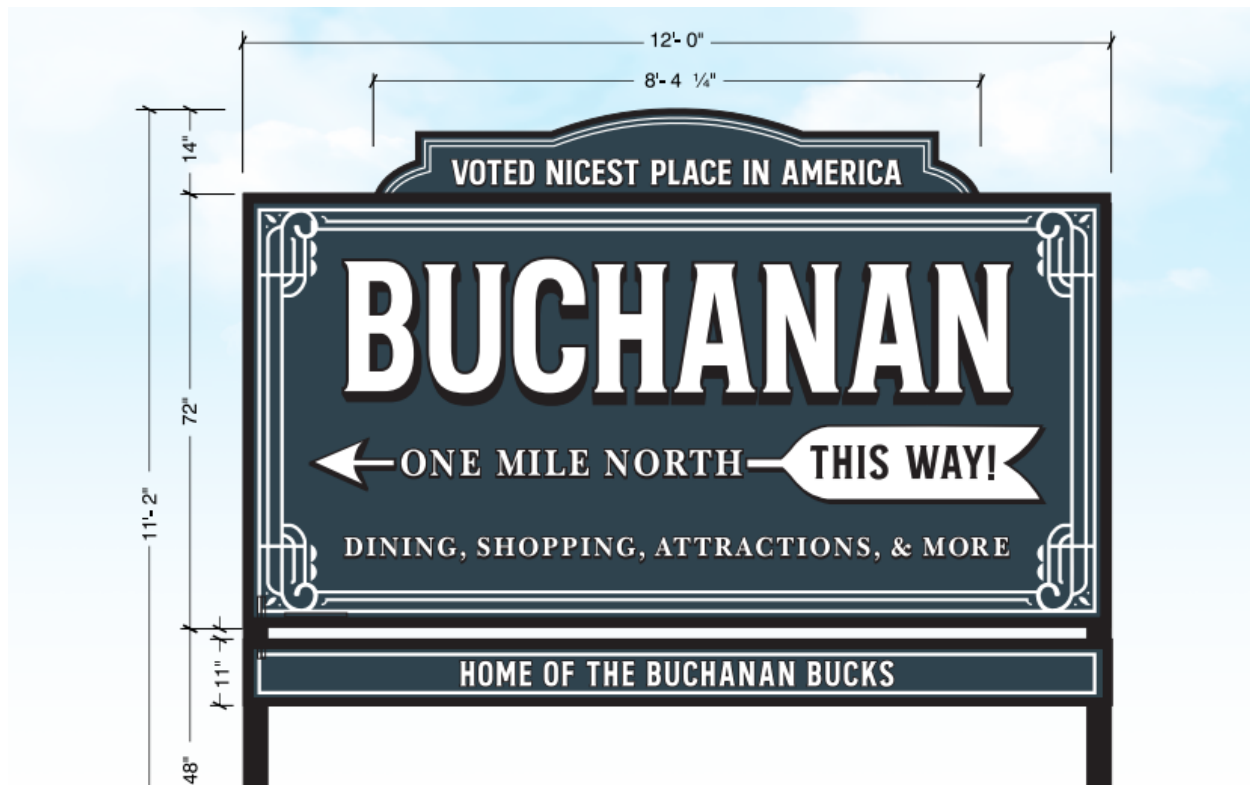




LiveBuchanan | Our mission is to preserve, improve, and revitalize downtown Buchanan, the core of our community. LiveBuchanan is an organization whose task it is to coordinate communication and promotion, make design improvements, and encourage ongoing economic development by leveraging our unique history, culture and physical assets.

# US 12 Sign

TO BE LOCATED AT THE INTERSECTION OF US12 AND REDBUD TRAIL



Rendering by North American Signs

This proposed sign fills a need for our community. While being “off the beaten path” is a source of pride, being off the driven path leads to diminishing economic returns. Historically, there was a previous sign located in this area that was funded by local businesses and organizations. This sign would serve as a warm welcome to those traveling from Chicago, New Buffalo, Niles, and more. There are plans to add “riders” (pictured above indicating “HOME OF THE BUCHANAN BUCKS”) to tell visitors of upcoming events and attractions.



HISTORIC SIGN EXAMPLE



LOCATION OF FUTURE SIGN  
INTERSECTION OF US 12 AND REDBUD TRAIL

## 2.19 Million Cars per Year

Based on Southwest Michigan Planning Commission Traffic Count Averages from 2014

Conservative projection of 6,000 cars per day or 2.19 million cars per year. The initial investment for a \$10,000 sign will cost \$0.005 per view for the first year. Life expectancy of the sign is expected to be twenty years.

[READ MORE ON OUR WEBSITE](#)



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