

February 7, 2023

To: Douglas City Council & DDA
From: Marcia & John Leben

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By: _____

We are the owners of LebenArt Gallery at 23 Center Street. Our gallery has been located there for 6 years.

During those 6 years we have witnessed the two signs for "Douglas" currently on Blue Star Highway disintegrate into something we can only describe as embarrassing. These signs should be directing our potential customers to turn off of Blue Star Hwy so that they can discover the quaint little shopping and eating district of Downtown Douglas. But these two signs have proven to be less than inviting.

These two signs are basically falling down in front of our eyes. They have peeling paint, cobwebs, rust and an overall message of neglect. Why would someone follow these signs? In fact, the sign on Center and Blue Star actually did fall down in a wind storm and was patched back together. This winter it was haphazardly decorated with lights which might remind someone of a brothel. The sign on Main St & Blue Star has been repainted many times but continues to peel and rust and is overall dark and depressing. Everyday when we drive to work at our gallery we are embarrassed.....and the officials of the City of Douglas should be embarrassed too!

We are writing to ask you to please consider the immediate replacement of the two Douglas signs that are currently on Blue Star Highway. The business owners on Center Street in Downtown Douglas cannot wait for 2, 3, or 10 more years for a solution. The livelihood of the businesses and the town of Douglas depends on potential customers finding our hidden gem. The purpose of this sign should be to invite drivers to turn off of Blue Star Hwy and discover Downtown Douglas. In our opinion the new sign needs an arrow to help accomplish this.

We know that there are long range plans in place for signage. Unfortunately the businesses on Center Street cannot wait that long. We urge you to plan for replacement of these signs for the 2023 Tourist Season.

Respectfully Submitted.
Marcia & John Leben
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