

Douglas City Council and Douglas DDA Board,

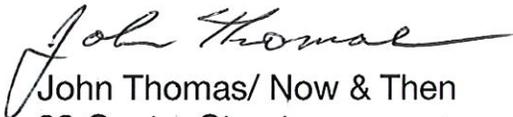
After more than a year with our new Douglas sign at the corner of Center and Blue Star, we are still hearing from far too many people that they have driven past the new sign without seeing the word "downtown" because the word "Douglas" is so much larger and more dominant. They also miss the "arrow symbol" altogether because it is the smallest, most insignificant part of the whole sign and hard to catch as they drive past the sign while entering an intersection.

This feedback has been so consistent that I would like to suggest a modest change to see if we can address what people are telling us, and hopefully attract more people to our wonderful downtown.

My suggestion, and my request, is that we simply change the color of the arrowhead to **red**, since research clearly supports the fact that **red** is more effective in communicating to people in moving vehicles than the color now being used for that element of the sign.

Your thoughtful attention and consideration to my request is appreciated.

Respectfully,

A handwritten signature in black ink that reads "John Thomas". The signature is written in a cursive style with a long, sweeping underline.

John Thomas/ Now & Then
23 Center Street
2/3/2026