



ACCENTS FOR LIFE

I. Introduction/Opening Statement

II. Key Points

A. Ordinance

- When, why and for whom was the ordinance originally designed to protect/regulate?

B. Photos

- Photos of Retailers with Brand Lettering
- Marketing and Awareness (designer names)
- Photos of Businesses that have circumvented the ordinance
- Selective Enforcement

C. Cause & Effect

- Monetary Loss/Investment
- Suggested alternative contradicts ordinance
- Will not be aesthetically pleasing
- Will not be regulated by Appropriateness Committee

D. 3rd Ward Community Support

- Signed Petition
- 100% backing of 3rd Ward businesses where manager or owner was present
- Spoke to owner of New World Wines

III. Ideas/Suggestions

- Approval process for appropriateness of window lettering
- Design Guidelines provided to all new HTW tenants and/or Bldg Managers

IV. Conclusion

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