



203 Signatures in Support of Speedy Sparkle Car Wash Signage

For a few hours on several days between July 28 and August 7, my daughter and I asked our customers if they supported additional signage for Speedy Sparkle Car Wash.

The overwhelming result was 203 signatures supporting our request. The support requested:

"I support Speedy Sparkle Car Wash's sign request with the City of Louisville as shown on the attached sheet.

The request is for 50% as much signage as King Soopers Fuel Station currently has.

I believe local small businesses require adequate signage to serve our community and prosper, just like big businesses require adequate signage.

Small businesses should receive fair treatment in their signage requests."

A scan of the laminated sheet is attached.

The response was dramatic a mere handful of customers declined to sign the sheet, usually due to time constraints. This response is a clear indication that consumers doing business in Louisville appreciate adequate signage. Some commented that Google or another app did not do a great job of helping them navigate directly to the car wash's entrance on Hecla Way. Others noted South Boulder Road as requiring better signage and still others noted uncertainty as to how to enter the car wash facility.

This appreciation of how signage helps was reflected in the research done by the City on the upcoming sign code update...consumers appreciate good signage and agree that bigger signs are helpful. No comments were made regarding too many signs or sign clutter.

We are providing these signatures and the address information to the City for sharing with the staff, Planning Commission and City Council. We respectfully request that these signature pages NOT be made public or posted on the internet as part of public disclosure documents. This request is to protect the privacy and security of our customers and their participation in the signing.

The point is that a small sample of our customers over a handful of days brought very strong support to signs, sign sizes and our designs that are dwarfed by the very large number and size of those King Soopers has on its tiny gas station plot. The support is for signs larger than our amended application includes. We submit this as evidence of need, support and interest in the community.