

Michael Alvarez

From: City of Helena, MT <notifications@engagementhq.com>
Sent: Monday, October 23, 2023 12:56 PM
To: Jacob Garcin; Michael Alvarez
Subject: Shane completed Share Feedback

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Shane just submitted the survey Share Feedback with the responses below.

Please submit any comments you have regarding the proposed sign code updates.

I recognize the importance of signage to help people locate businesses. However, I don't feel that the signs need to completely dominate the views that one sees while driving along a major road. Many of the major roads in Helena look like they are straight out of the 80's with tall signage for every business. Small monument signs would suffice in many situations. On the subject of billboards, I find them to be the most visually obtrusive forms of advertising. In an area like Helena that has amazing scenery, it is a shame that the view is cluttered with billboards. Digital billboards are even worse due to their bright light emissions and changing nature. Lighting regulations would be nice to reduce light pollution in the city. Disallowing upward facing lights and requiring a timer on signs for business that are not open would be nice. Why does Starbucks need a fully lit sign at 3 AM?
