

## Ewert, Charles

---

**From:** Ashley Cross [ashley@newworlddistillery.com]  
**Sent:** Tuesday, August 15, 2017 1:30 PM  
**To:** Ewert, Charles  
**Subject:** OVBA Sign Ordinance

Hi, Charlie!

The board met today and we have made the following decisions in regard to our Sign Ordinance Submittal:

1. Drop any and all references to the American Sign Council Formulas.
2. Drop the electronic sign verbiage with exception of the electronic window signs which we would still like to include.
3. KEEP permission to place sandwich boards on properties with permission of the owners. Perhaps work some discussion to limit the number and or duration of placement as well as to create a uniform look to all signs.
4. KEEP the part about allowing country flags, other than just the United States.

The Board of the Ogden Valley Business Association has carefully considered the input from county representatives and other committees such as the GEM committee and the Dark Skies folks in regard to the Valley Plan and the support of the rural character of the Ogden Valley. In doing so, we have determined to scale our submittal in such a way as to focus on those requests that will enable businesses to comply with the expectations of the Valley Plan and still promote the vibrant business community that continues to grow in Ogden Valley.

With the ongoing discussions of Way Signage, we are framing our requests in anticipation of some sort of directional signage at some point in the valley. We believe that this is a long way off and in the interim we are a growing and community of businesses in support of one another and in service to our community. We are perfectly amenable to revising the ordinances in regard to any changes that may be approved once Way Signage is a reality. In the meantime, we need directional and event-related signage to remain viable.

