

**Comments from Lake Placid Business Association – Main Street Study Group  
Tuesday, April 12, 2016**

- 1) Sandwich Boards are critical to business operation
  - Owners report 20 – 30% less business when signs are not in use
  - Sandwich boards are especially important to smaller shops / those easy to overlook
  
- 2) A goal should be to “add life” to Main Street
  - Current appearance is flat, very 2 dimensional
  - Should allow colorful flags for events to create an inviting atmosphere
  - Should allow 3 dimensional and projecting signs
  - Dining / Display areas add sense of vitality, quaintness
  - Many other cities and towns allow sandwich boards / displays / dining areas
  
- 3) Aesthetics / tasteful presentation is important
  - neon signs should be turned off when business not in operation
  - should consider requirements for sign design / materials if sandwich boards are allowed
  
- 4) It is important to maintain pedestrian ease of movement
  - Could be done by maintaining a measureable area of the right of way
  - Number and size of sandwich boards should be limited
  - Sandwich boards should be located close to or attached to building to prevent “maze”
  
- 5) Administrative process
  - Changes should be clearly communicated
  - Enforcement should be even
  - General recognition that different properties have different circumstances that may or may not allow owners to take advantage of changes. The process, however, should consider special needs – Theater and Church