

Project Narrative for Signage Proposal

We are seeking approval to install signage at both the second-floor location of our business and street level to address visibility challenges and increase awareness of our offerings. Additionally, we propose relocating and updating our café sign to 29 Main Street to improve its visibility and accessibility.

Justification

1. **Visibility Challenges:** As a second-floor business, we face difficulty competing with ground-level storefronts. Customers often don't realize we offer a range of services beyond yoga, including strength classes, sauna, Reiki, and a café open to the public.
 2. **Customer Feedback:** Frequent feedback indicates confusion about our location and offerings. Clear signage at street level and on the second floor will eliminate this misunderstanding and attract more foot traffic.
 3. **Café Sign Relocation:** Placing the café sign at 29 Main Street will clarify its public accessibility and increase competitiveness in the area.
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Proposed Changes

1. **Second-Floor Signage:** A professional sign listing our key services to improve visibility and clarify our offerings.
 2. **Street-Level Signage:** A clear and welcoming sign at the ground-level entrance directing customers upstairs.
 3. **Café Sign at 29 Main Street:** Relocation and redesign to ensure visibility and attract walk-in customers.
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Benefits

- Increased foot traffic and customer awareness.
- Enhanced competitiveness with neighboring businesses.
- Contribution to the local economy and community wellness.

These changes are vital for our business to thrive and better serve the community. We appreciate your consideration.