

# R. Warren Bell BA MD CM CCFP FCFP

Box 3458  
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**To: Salmon Arm Mayor and Council**

**Subject: Prestige Inn signage on corner of TCH and 4<sup>th</sup> St. NE**

I am writing to suggest that this proposed advertisement for the Prestige Inn not be allowed to go ahead, for several reasons.

1. Unless there is already an established pattern of permitting advertising on the TCH from businesses that are situated at a considerable distance from that thoroughfare, this will set a precedent. Precedents almost always lead to unintended consequences.
2. One unintended consequence would be the opening of a door for other commercial enterprises to request to advertise in a similar fashion. The ability to decline such requests would be seriously impaired if this particular proposal were to go ahead.
3. The question arises as to whether our community wishes to become, actually or potentially, a forest of advertising signs and billboards. I would suspect that the majority of citizens do not wish that to happen.
4. The Prestige Inn, over the years, has primarily relied on overseas visitors to fill its rooms. Clearly this option has been sharply curtailed by travel restrictions stemming from the Covid-19 pandemic. However this pattern of travel restriction will probably persist for quite some time, possibly as long as a year more. If signs are permitted on the highway for that length of time, the ability of Council to refuse further requests, already compromised by a single advertisement, will be progressively more impaired.

For all the above reasons, I would like to suggest that council does not permit this introduction of signage. Instead, I would suggest that it formally requests that the owner of the property either moves ahead to develop it, or begins taking some other steps to make it a more attractive space than it currently is.

Thank you very much for your consideration.

Sincerely



Warren Bell