

## Decreasing Revenue, Increasing Branding?

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Could some communities be looking at branding and signage to address fiscal shortfalls?

Well I guess if there's a silver lining to any economical cutbacks communities are going through these days (at least signage-wise) is that it appears restrictions against branding in certain parts of the country may be lessening. According to [89.3 KPCC Southern California Public Radio](#) , the LA City Council is moving ahead with revisions to its existing sign ordinance, which ***might*** (mighty-big emphasis on "might") permit commercial signing in parks and city-owned spaces remains. Now whether or not we want to debate if this is actually a good thing or not, is the bigger questions here, "Is the current economic climate leading to more reevaluations of sign ordinances and regulations—at least in regards to helping a business owner?"

This might be something worth keeping an eye on over the coming months, as we see cities and/or communities looking for ways to raise revenues. Would an increase (or relaxation of ordinances) for branding and signage be a possible solution? How do you, as a sign professional, feel about this?

Now I'm not sure I would've been in the mood to see ads for the *Yogi Bear* movie in a public park myself, but you do have to admit that Smokey the Bear forest fire prevention wraps could make some sense here, right?

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