



EXPERIENCE MATTERS

Linda Di Sano Ehrich, Realtor
 93 Moraga Way • Orinda, CA 94563
 925.698.1452
 Linda@LindaEhrich.com
 www.LindaEhrich.com
 DRE# 01330298



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New Electronic Sign Spurs Controversy

By Sophie Braccini



Photo Andy Scheck

The town of Moraga installed an electronic sign along Moraga Road, opposite the Commons Park, to display electronically lit revolving community messages. The new system, which was approved by the council months ago and replaced the old black and white unlit marquee, immediately spurred mostly negative comments as residents were blinded at night by the color messages. Town staff started manually dimming the system at night, but some continue to argue that the new display is a safety hazard, due to its location.

"We agree that the sign is way too

bright when the sun goes down," responded Town Manager Jill Keimach to a resident mid-July. "Unfortunately, Comcast (has not) connected the sign yet, so staff has manually dimmed it for tonight and every evening until we have a computer connection. Hopefully, once the operational kinks are resolved, people will begin to appreciate it as a better way to communicate, especially in an emergency. Please be patient until we have it connected electronically."

The installation of the sign started a large string of negative messages on the Nextdoor.com social media site. Resident's complaints ranged from

poor aesthetics to distractibility while driving, and excessive brightness. A few, however, focused on the functionality rather than the aesthetics and indicated they understood the town's initiative.

"The reasoning behind the sign is that the town really wanted a better way to communicate the small town updates and events," said Dr. Julia Hoang. Bobbie Preston agreed and, in a separate conversation, remembered when she was trying to get support for pruning the local pear orchards and how difficult it was to quickly communicate with the whole town. "This message board allows us to easily change the displays and to broadcast more than one message at one time," she said. "It will be very useful for many community events and needs."

AdArt Senior Account Executive Michael McClure, who was involved with the project since its inception about two years ago, noted that the sign's function and design has been reviewed by the Design Review Board, the Planning Commission and the Town Council during public meetings where residents were encouraged to give their feedback. He acknowledged that installing the sign before the dedicated Comcast Internet link allows for remote control of the sign forces staff to adjust it manually.

A resident did some research and questioned the current Moraga sign location. "Putting aside the aesthetics of the sign, which appear to be subjective and contentious in the commu-

nity, I think it is better to focus on its location, size, readability and whether it is a distraction to safe driving," says Jonathan Tuck.


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19 Ketelsen Ct, Moraga

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Spacious 4BR/4BA home overlooking the Moraga hills. Over 3800 sq.ft. with indoor pool & spa. Walking distance to top-rated schools and swim club. Call Jim Colhoun for more information or to schedule viewing appointment.

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1894 Ascot Drive, Moraga

NEW LISTING



Ascot Highlands Hideaway. 2 BR + Loft. Light and bright townhouse-style condo. Elegant open floor plan w/vaulted ceilings, hardwood floors & valley views. Walk to association pool & Mulholland Trail.

Offered at \$690,000 by Larry Jacobs and Kress Hauri, 925.788.1362/899.5739.

CalBRE#01465617/#01495118

253 Greenwich Drive, Pleasant Hill

PENDING



Cute rancher, remodeled kitchen, newer exterior paint, good size flat back and side yards with fence. Culdesac location, mature landscaping. Within Strandwood elementary school boundary. Easy access to freeway, BART. **Offered at \$639,950 by Cris Maltzman, 925.330.4982.**

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109 Chalk Creek, Martinez

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Lovely 4-bedroom, 2-bath home is located in desirable Virginia Hills neighborhood. This house was completely remodeled in 2012 and is ready for new owners! Kitchen has granite, stainless steel with island.

Offered at \$619,950 by Cris Maltzman, 925.330.4982.

CalBRE#01362381

TIP OF THE WEEK

Buyers are still buying, while mortgage interest rates are low! Here are a few homes which our clients recently purchased:

227 Via Bonita, Alamo – Larry Jacobs/Kress Hauri
 268 Scofield Drive, Moraga, \$1,234,000 – Dana Fillinger/Adam Hamalian
 14 La Campagna, Orinda, \$1,100,000 – Ruth Eddy
 3030 Marble Canyon Place, San Ramon, \$1,000,000 – Jim Colhoun
 1123 Sanders Drive, Moraga, \$950,000 – Janine Hunt
 416 Pimlico Drive, Walnut Creek, \$699,000 – Julie Georgiou

Meet our Featured Agents ...

					
Cris Maltzman 925.330.4982 xxx@bhghome.com CalBRE#01362381	Julie Georgiou 925.200.8246 salesbyjulie@gmail.com CalBRE#01043977	Adam Hamalian/Dana Fillinger 925.708.5630/925.588.6409 adam.hamalian@bhghome.com dana.fillinger@bhghome.com CalBRE#01917597/01731662	Jim Colhoun 925.200.2795 jim.colhoun@bhghome.com CalBRE#01029160	Tania DeGroot 510.367.1422 tania.degroot@bhghome.com CalBRE # 01094898	Regina Englehart, Broker-Manager 925.876.9076 regina.engehart@bhghome.com CalBRE# 01308462

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89 Davis Road Suite 100
 Orinda
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