

Retail Deep Dive Session

The Reality of Retail Regulating Signs

VITAL SIGNS, VIBRANT COMMUNITIES.

James Carpentier AICP - International Sign Association

2018 APA Arizona Conference

Creating Common Ground

November 7, 2018



International Sign Association

The International Sign Association (ISA) is devoted to supporting, promoting and improving the sign, graphics and visual communications industry through government advocacy, education and training programs, technical resources, stakeholder outreach and industry networking events. Our members are manufacturers, users and suppliers of on-premise signs and other visual communications systems.

James Carpentier AICP

- Experience as planner in the public and private sectors for over 25 years
- Currently Director of State & Local Government Affairs, ISA
- Past Director of Government Relations Director with one of the largest sign companies
- Past principal Carpentier Consulting LLC



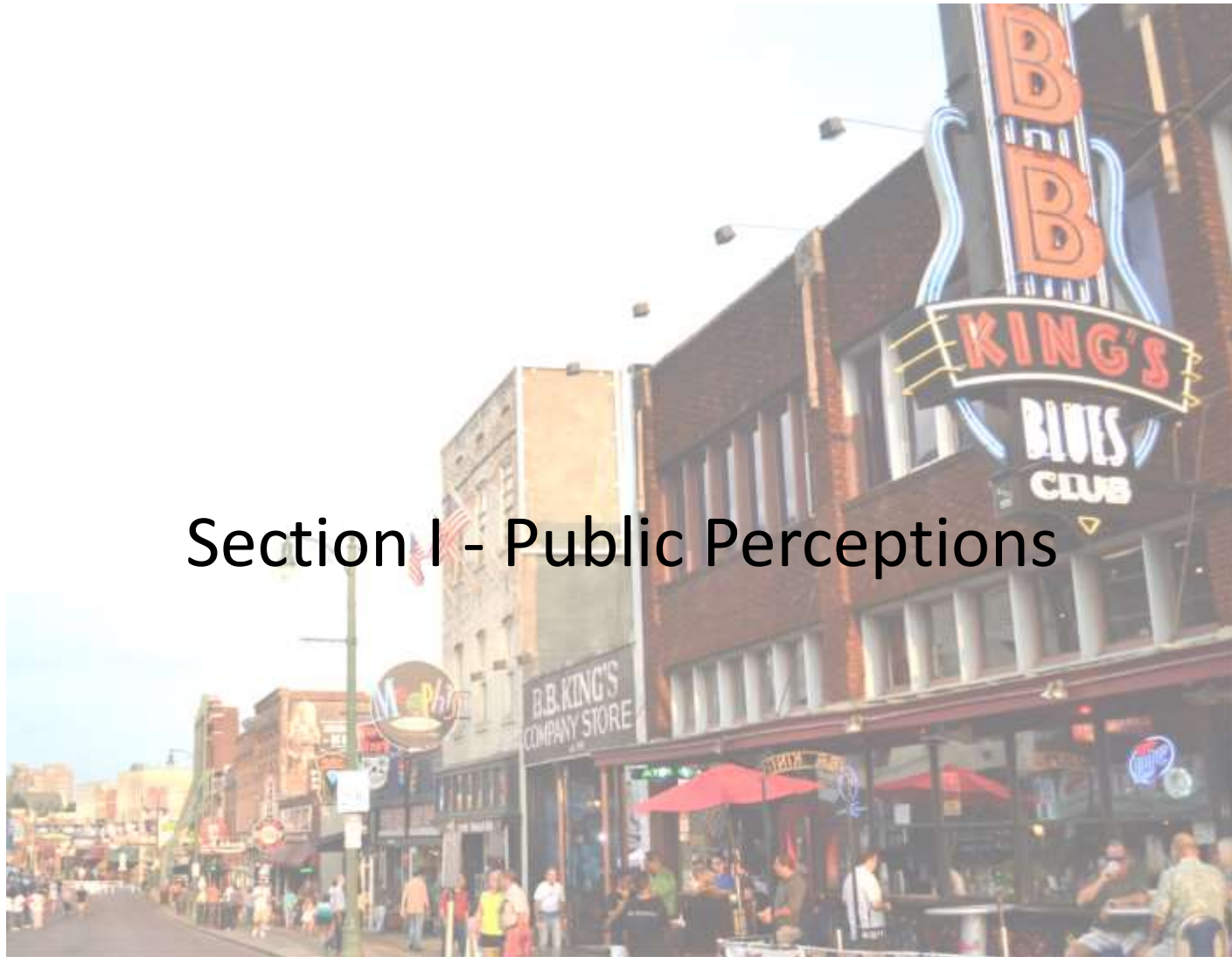
Presentation Format

Section I - Public Perceptions

Section II - Trends

Section III – Context/Design

Section I - Public Perceptions



BrandSpark/ *Better Homes & Gardens* American Shopper Study (2011-13)

Annual survey of 100,000+ conducted in conjunction with the *Better Homes and Gardens* Best New Products Awards program

BrandSpark/Better Homes & Gardens American Shopper Survey

“I have driven by and failed to find a business because the signage was too small or unclear.”

2011 = 49.7% yes

2012 = 60.8% yes

2013 = 64.0% yes

BrandSpark/Better Homes & Gardens American Shopper Survey

“One of the first things I notice about a new or unfamiliar business is the signage outside its building.”

2012: **75.2%** agree 20.4% neutral 4.5% disagree

2013: **76.0%** agree 19.1% neutral 4.9% disagree

BrandSpark/Better Homes & Gardens American Shopper Survey

“In addition to identifying a business, signs can convey the personality or character of the business.”

2012: 85.7% agree	11.9% neutral	2.4% disagree
2013: 83.9% agree	14.5% neutral	1.6% disagree

BrandSpark/Better Homes & Gardens American Shopper Survey

“In the future, there will be no need for signs if everyone has a smart phone.” (2013)

- 6.1% agree
- 15.2% neutral
- **78.6%** disagree

BrandSpark/Better Homes & Gardens American Shopper Survey - Summary

- Most consumers prefer variety over uniformity of signage.
- Smaller signs are not perceived as *per se* more attractive than larger signs.
- Consumers demand legibility.
- A large majority of consumers believe vintage signs are worth preserving.

Leading Concerns with Planners

- 70.1% Community aesthetics
- 53.6% Eliminating illegal signs and enforcing sign codes
- 49.1% Legal issues for sign codes
- 45.7% Determining how to regulate new types of signs*

*PROFILES OF SIGN REGULATIONS IN MULTIPLE COMMUNITIES AND ENVIRONMENTS, Sign Research Foundation, 2017



Section II – Trends

Trends

Leading Management Practices for Increasing ROI

- Making Sign Excellence a Strategy to Reward
- Integrating Signs into ROI Metrics
- Community Engagement
- Experience Designers
- Central to an Integrated Brand Strategy*

*Retail Wayfinding Best Practices, Sign Research Foundation, 2016

Trends

Experience Designers Making Signs Central to an Integrated Brand Strategy

“Leonard Barzsap, Senior Associate at Lippincott, defines these firms as organizations that can conduct consumer research, map complete customer experiences, and visualize and implement solutions from management improvements to complete design overhaul.”*

*Retail Wayfinding Best Practices, Sign Research Foundation, 2016

Trends

Integration and Management of Sign, Print and Display

- “Another new and important strategy that has led to more effective signs is expanding the idea of a sign to go beyond just one on-premise sign to a complete strategy.”*

*Retail Wayfinding Best Practices, Sign Research Foundation, 2016

City Creek Center – Salt Lake City

“Contrasts elaborate gateway elements with simple and highly legible signs that help shoppers navigate parking and key amenities.”*

*Retail Wayfinding Best Practices, Sign Research Foundation, 2016





Shake Shack

- “Shake Shack developed its iconic design image early in its history and many of the approaches are focused on keeping the design quality of the signs consistent with the overall experience while maintaining a unique approach for each location. Signs are central to their exterior and interior design strategy.”*

* Retail Wayfinding Best Practices, Sign Research Foundation, 2016

Shake Shack



Valley Green Bank/Ken's Marketime Foods

Experience Designers



Trends - Wayfinding



On-line Competition

- “Amazon’s growing market share has so far caused more than 135 million square feet of retail space to become vacant, the equivalent of about 700 empty big-box stores plus 22,000 shuttered Main Street businesses.” *

*Amazon’s Stranglehold: How the Company’s Tightening Grip Is Stifling Competition, Eroding Jobs, and Threatening Communities, 2016

https://ilsr.org/wp-content/uploads/2016/11/ILSR_AmazonReport_final.pdf

Section III Context/Design



Context/Design - AMD

- **Arrival**
- **Mix**
- **Design**

Arrival



Arrival



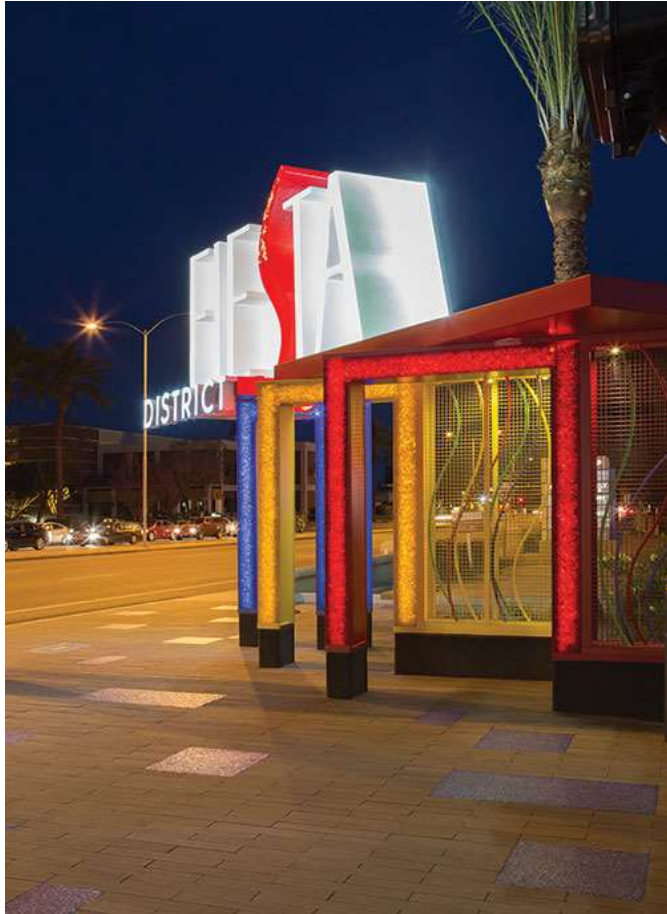
Arrival – Surprise Arizona

Roadway Arch Signs:

- *Roadway Arch Signs* may be erected within any commercial or industrial development subject to the following:
- a) *Roadway Arch Signs* shall maintain a vehicular clearance of not less than fifteen (15) feet.



Arrival



Arrival



Mix



Mix



Mix



Mix – Electronic Message Centers

Electronic Message Centers

- Zoning districts
- Brightness
- Hold times
- Specific standards - %

*brightness standards and other EMC resources available at same link as the presentations



Mix - Projecting Signs

Signs

1. Projecting signs may encroach into the right-of-way. *

*Users Guide to Zoning Reform, CNU



Mix - Temporary Signs

“Allow for both A-frame and T-frame signs. Both cover roughly the same ground space, and the T-frame can be more stable, depending on the construction.”*



*Best Practices In Regulating Temporary Signs, Sign Research Foundation, 2016

Mix - Window Signs

- “Allow 50% to 75% of any single window area to be covered by signage.”*
- “For historic or special districts...the percentage of window coverage is typically reduced to between 20% and 25%.”*



*Best Practices In Regulating Temporary Signs, Sign Research Foundation, 2016

Mix - Vintage Signs – Salt Lake City

- Straightforward Administration
- Allows for relocation of historic signs
- Allows for the re-creation of a replica sign and restoration of existing
- Reasonable threshold for a sign to qualify
- [link to SLC Vintage sign code](#)



Design

Regulations That Encourage Creative Design



Regulations That Encourage Creative Design



How Did Gilbert Transform The Heritage District?

- “Signs should be highly graphic in form, expressive, and individualized in order to provide a distinctive character in the Heritage District; and the continued use of exposed neon lighting is encouraged due to its visual quality at night.” *

*Heritage District Design Guidelines, Gilbert. 2010

How Did Gilbert Transform The Heritage District?

- Clear Design Guidelines
- Flexibility in signs area and types
- Planning Manager approval – streamlined administration
- Other streetscape enhancements/investments

Other Jurisdictions – Creative Design

- Comprehensive Signs Plans
 - Flexibility
 - Coordinated design



Other Jurisdictions – Creative Designs

- Define the sign area using multiple geometric
- Simplicity and clarity in the guidelines/code
- Streamlined process – staff approval
- Waiving or reducing permit fees
- Sign area bonus

Regulations That Encourage Creative Design

- Utilize multiple standard geometric shapes
- Smallest rectangle – penalizes creative design



Summary

- Trends – integration/experience/technology
- **Arrival** – Encourage/allow for entrance features that are out of the box
- **Mix** – Ensure that allowed sign types and size meets needs for project and users
- **Design** – Reward/encourage outstanding design



James Carpentier, AICP
Director State & Local Government Affairs

James.carpentier@signs.org

480-773-3756

www.signs.org/planners

Questions?

Presentations/resources available at this link

<https://newsroom.signs.org/vitalsigns/azapa>

Cards also available with this link