



Lunch & Learn - Retail Signage: Practices to Increase Return on Investment

Kenny Peskin March 14, 2023



Lunch & Learn

- Chance for Discussion and Learning
- Focus on a Specific Publication or Learning Tool
 - Developed by SRF or ISA
- Unlike most seminars/webinars, conversation and questions encouraged as we go
- ISA/SRF plan to present Lunch & Learn discussions regularly
- 5x in 2023 (every other month)
- Future topics may include: Consumer Perceptions of Retail Signage, Business Signage & Placemaking in Streetscapes, Illuminated Sign Conspicuity, etc.

Poll #1: What Function Best Describes Your Role?

- Sales
- Project Management
- Executive/Corporate Management
- Permitting
- Other

Today's Objectives

- Explain Background of Research
- Understand Leading Sign Practices & Design Preferences
- Apply These Attributes to Retail Brands
- Examine Several Case Studies

How Can This Research Help Obtain Project Approvals?

Convincing the Client

- Expert Research Focuses Design on What Works Best
(i.e., Appropriately Scaled > Unique)
- Demonstrate Value Unlocked by Integrating Sign Program into Store Architecture
- Making Signs Central to Integrated Brand Strategy

Convincing the City

- Evidence (from a University academic) that Sign Project is Consistent With Goals of Sign Ordinance
 - “Complement the Architectural Style”
 - “Compatible With Building Design and Use”
 - “Proportional Scale to the Building”
- Evidence that Development Project is Consistent With Goals of Zoning Ordinance
 - “Encourage innovative and desirable design of development”
 - “Promote distinctive urban and suburban contexts as well as the overall sense of community through placemaking”

SRF Research Library

- [Signresearch.org/research](https://signresearch.org/research)
- 30+ publications, reports, presentations
- Available for purchase (all downloadable; several in print)
- Key research produced by Sign Research Foundation over past 10+ yrs.
- Much of the Library was produced, promoted by SRF/ISA, introduced by the authors, taught in a seminar, and then...

- Lunch & Learn reintroducing the SRF Library to a new audience

SRF Research Library

The screenshot shows a web browser window with the URL signresearch.org/research/. The page features the SRF logo and a navigation menu with links for Research, Get Involved, Events & Programs, About, and a prominent yellow Donate Now button. The main content area is titled "All SRF Research in alphabetical order:" and lists ten research articles. A blue sidebar on the right contains a graphic with the text "OF CODE OFFICIALS struggle with enforcement of temporary sign regulations. - Temporary Sign Best Practices".

← → ↻ 🔒 signresearch.org/research/ ⌂ ☆

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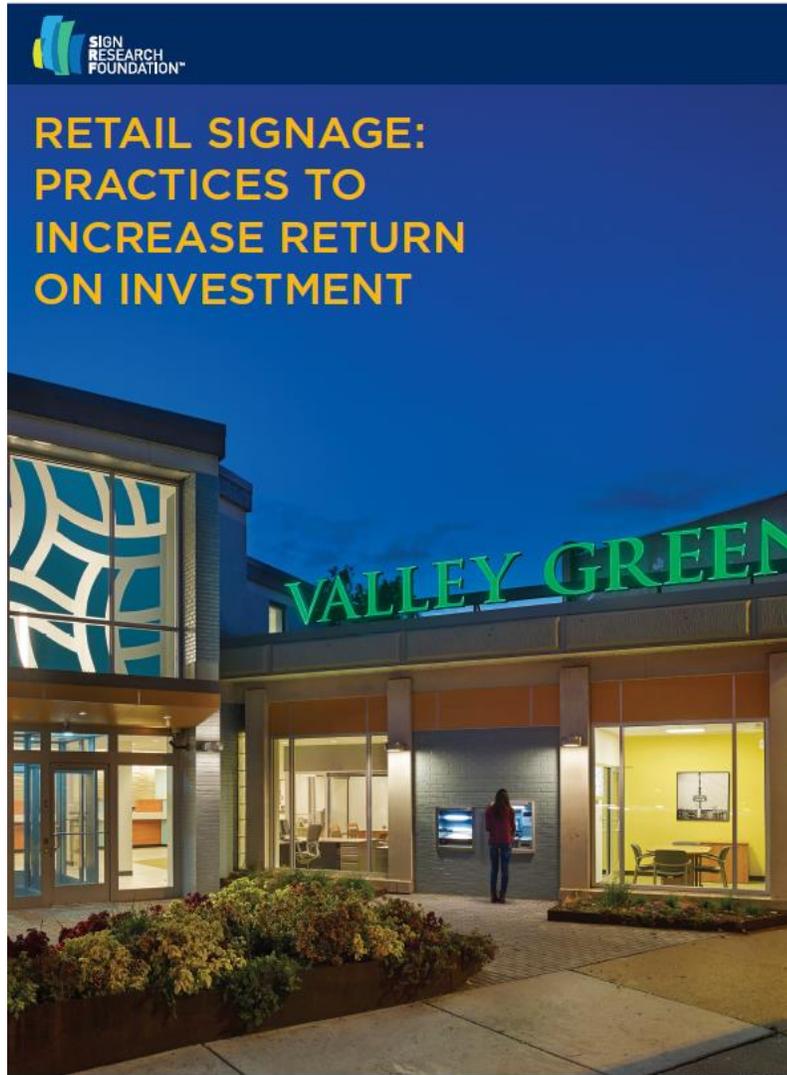
All SRF Research in alphabetical order:

- [Arts and Science of Sign Design](#)
- [Best Practices in Developing Sign Regulations](#)
- [Best Practices in Regulating Temporary Signs](#)
- [Business Signage and Placemaking in Streetscapes](#)
- [Consumer Perceptions of Retail Signage: 100,000 Shoppers Can't Be Wrong](#)
- [Content-Neutral Sign Codes after *Reed* and *Austin*](#)
- [Digital Print Trends and Technologies in the Sign and Graphics Industry](#)
- [Digital Signage & Traffic Safety: A Statistical Analysis](#)
- [Digital Wayfinding Trends – Lessons Learned from Museums, Healthcare, and Transit Experiences](#)
- [The Economic Impact of Exterior Electronic Message Boards](#)

OF CODE OFFICIALS
struggle with enforcement of temporary sign regulations.
– Temporary Sign Best Practices

 The Economic Impact of Exterior Electronic Message Boards

Today's Lunch & Learn Publication



About Retail Signage: Practices to Increase Return on Investment

Full Report

- 16 pages
- Explains Methodology
- 7 Case Studies (in detail)
- Credits, Bibliography
- Better for Learning

Executive Summary

- 4 pages
- Summarizes Full Report
- Highlights of 3 Best Practices
- Identifies the 7 Case Studies
- Better for Handout

Retail Signage: Practices to Increase Return on Investment

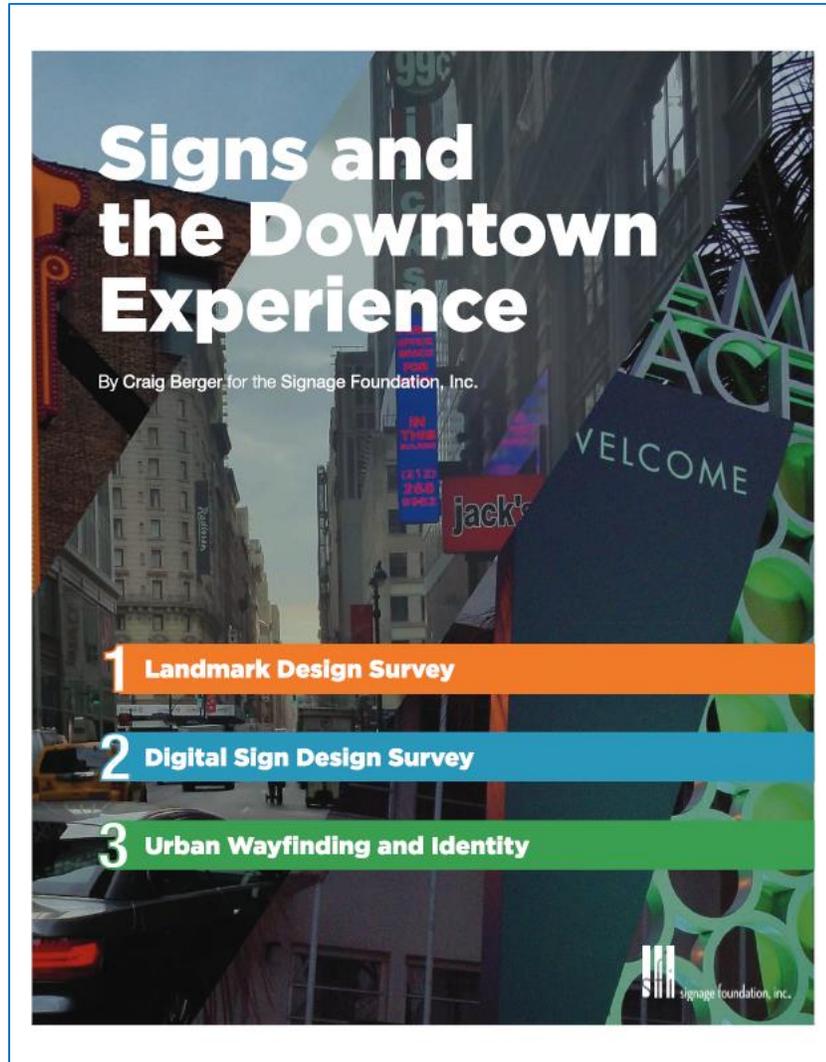
- Identifies High-Level Design Practices Consistent With ROI
- Management Strategies Central to ROI
- Collaboration Strategies Central to ROI
- Case Studies in 7 Sectors:
 - Restaurants, Apparel, Banks, Convenience Stores
 - Strip Shopping Centers, Downtown Districts
 - Digital Signs

Retail Signage: Practices to Increase Return on Investment

Project Methodology

The goal of the Retail Signage: Practice to Increase Return on Investment report is to further explore the connection between high-level design practices outlined in the *Landmark Design Survey and Digital Sign Design Survey* developed by the Sign Research Foundation in 2014 and successful strategies developed by executives, consultants, designers, and fabricators for employing signs to support business success.

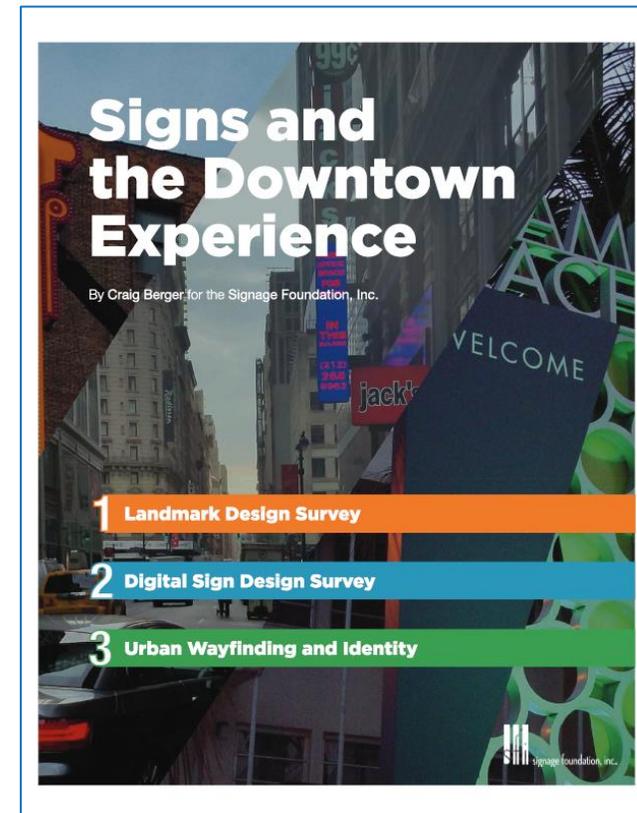
Before Retail Signage: Practices to Increase Return on Investment



Signs and the Downtown Experience

Focused on Impact of Different Design Approaches and Strategies

- 1) Landmark Sign Design Survey
- 2) Digital Sign Design Survey
- 3) Urban Wayfinding and Identity Survey



Selecting Leading Attributes

- 1) Legible (11.37; *12% of weighted score*)
- 2) Informational (10.08; *11% of weighted score*)
- 3) High Quality (8.83; *10% of weighted score*)
- 4) Enjoyable to View (8.29; *9% of weighted score*)
- 5) Well Designed (7.04)
- 6) Memorable (7.04)
- 7) Appropriately Scaled (6.75)
- 8) Exciting (6.37)
- 9) Supporting the Overall Brand Identity (5.79)
- 10) Appropriate for the Setting (5.75)
- 11) Part of Architecture, Interior or Landscape (5.33)
- 12) Not Distracting (5.33)
- 13) Unique (4.92)

Poll #2: Which 3 Attributes Are Most Important?

- Appropriate for the Setting
- Appropriately Scaled
- Enjoyable to View
- Exciting
- High Quality
- Informational
- Legible
- Memorable
- Supporting the Overall Brand Identity
- Well Designed

Evaluating Leading Approaches

Which Lighting Style Compares Most Favorably?

Internal Illumination 3.94



External Illumination 4.06



Channel Letter Illumination 4.56



Evaluating Leading Approaches

Head-to-Head Matchups

Integrated (**8.45**) x Pylon (**5.99**)



Analyzed Strategies

Suburban Integrated
Landmark Design (**4.04**)



Suburban Architectural
Integration (**3.98**)



Large Format Print
Integration (**3.62**)



Retail Signage: Practices to Increase Return on Investment

- Return on Investment (ROI) and Design Focused Organizations
- 3 Common Approaches to Integrate ROI in Sign Decisions
 - Return Based on Sales (\$\$\$/square foot)
 - Brand Equity (Brand Management calculated on balance sheet)
 - Return Based on Experience Design Analysis (Elements Broken Into Touchpoints and Measured)
- For each Case Study, Relevant Metrics Show Performance Against Peers
 - Sales Growth
 - Revenue/square foot
 - Return on Equity
 - Leasing Rates

Case Studies – Restaurant (Buffalo Wild Wings)

- 1000+ locations; 40% owned/60% franchised
- Design Strategy Adapts to Local Conditions
- Reuse of Wide Variety of Existing Building Types
- Consistent Branding Adapted to Unique Environments

Key Attributes:

Architectural Integration
Legibility
Enjoyable to View
Well Designed
Balanced Illumination



If you want design excellence you need to reward it.

James Damia, CEO, Buffalo Wild Wings®

Case Studies – Commercial Strip Shopping Centers

- Strip Shopping Centers, Part of Larger Complexes
- Utilizing Sign Innovation to Elevate Car-Oriented Shopping Into Leading Retail Destinations

Key Attributes:

Legibility

Quality Materials

Architectural Integration

Integration of Display



Shops Around Lenox



Classen Curve

KEY STATISTICS



The mistake most designers and customers make is looking at sign or building ROI in isolation of the entire customer experience. When seen as a key touchpoint or as a complement to other experiences that support brand, the qualities that make effective signs become more apparent and its value goes up.

Leonard Barzsap, Senior Associate,
Lippincott

Case Studies – Commercial Strip Shopping Centers

- What Can We Learn from 2014 Shopping Center Data?
- Forget the raw numbers; look at the current lists of tenants

lululemon  athletica



Crate&Barrel

Developers now have clearer ROI metrics on store improvements which has put the integration of architecture and signs as a significant strategy for mall and shopping center renovations.

Jan Lorenc, Director of Design,
Lorenc + Yoo Design



INDOCHINO
MADE TO MEASURE



Sur la table
THE ART & SOUL OF COOKING



Case Studies – Digital Signage

- Taphouse 23 (Bridgeport, PA)
 - *“American pub grub & lots of craft beer in a rustic-chic venue with a large patio bar & live music.”*
- Owner focused on making digital signs cornerstone of development of the restaurant
- Prototyping led to integrating into pylon and architecture of building and outdoor patio
- Templates applied to concerts and special events
- Key Attributes:
 - **Architectural and Landscape Integration**
 - **Legibility and Quality**
 - **Content Management**



Lessons from Retail Signage: Practices to Increase Return on Investment

- We Have More Understanding of Preferences that Can Guide Sign Designs that Better Serve Needs of Customers
- These Preferences Correlate with Use of Higher Quality Materials & Raised Standards for Fabrication/Installation
- Great Opportunity in Connecting Signs With Overall Architectural Design & Integrated Brand Strategy
- Retail Signage Can Help You Make the Case to Customers and to City Officials

• Any Questions?

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