

Planning for Sign Code Success™

Regulations that Encourage Creative Design

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The Big Picture

Starts with a Vision

Determine the Path for Change

Public Participation Plan

General Plan/Guidelines/Zoning

Implementation/Process

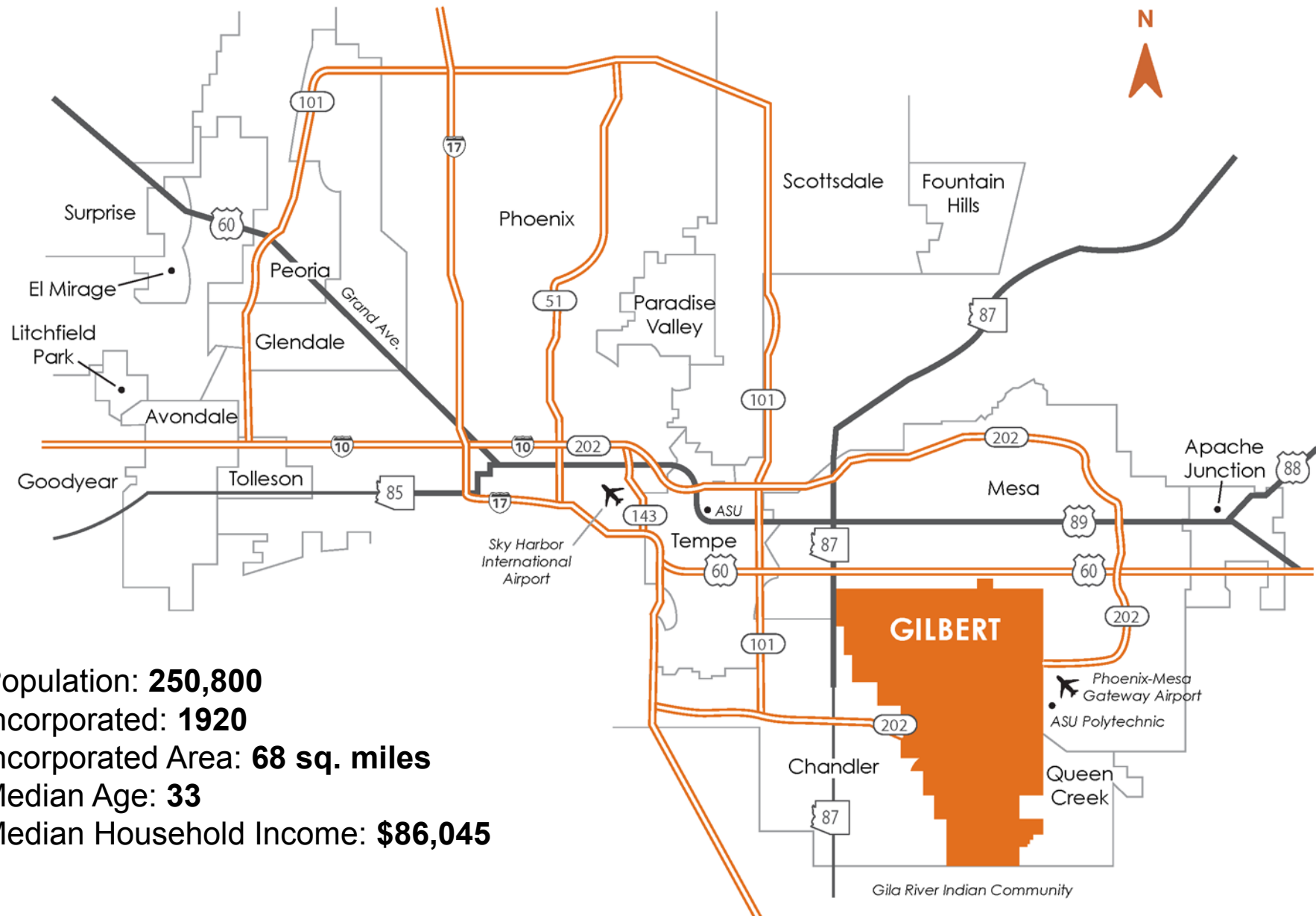
Gilbert's Heritage District Vision



The community envisions a downtown that:

- Is the heart of the community.
- Is **family-friendly**, pedestrian and bicycle oriented, and provides a convenient and safe experience throughout the District for all.
- Is a desirable place to **work, gather, dine, relax**, shop and live during all seasons and times of day.
- Provides a variety of unique, attractive, **vibrant, yet peaceful** public gathering places — plazas, parks, and paseos.
- Reflects the Town's railroad and agricultural **heritage** and maintains a small-town feeling in an urban setting.
- Recognizes and embraces the importance of its diverse population.
- **Attracts a distinct mix** of retail, restaurant, office, hospitality, and entertainment **businesses that are a regional draw**.
- Promotes the development or redevelopment of underutilized space, while ensuring that no single use dominates the overall character and vision of the Heritage District.
- Is clean, safe, and well maintained.
- Creates a place where the residents feel a sense of community, a Heritage connection, and a harmonious connection with the urban environment.
- Accomplishes all of the above in an economically sustainable way.

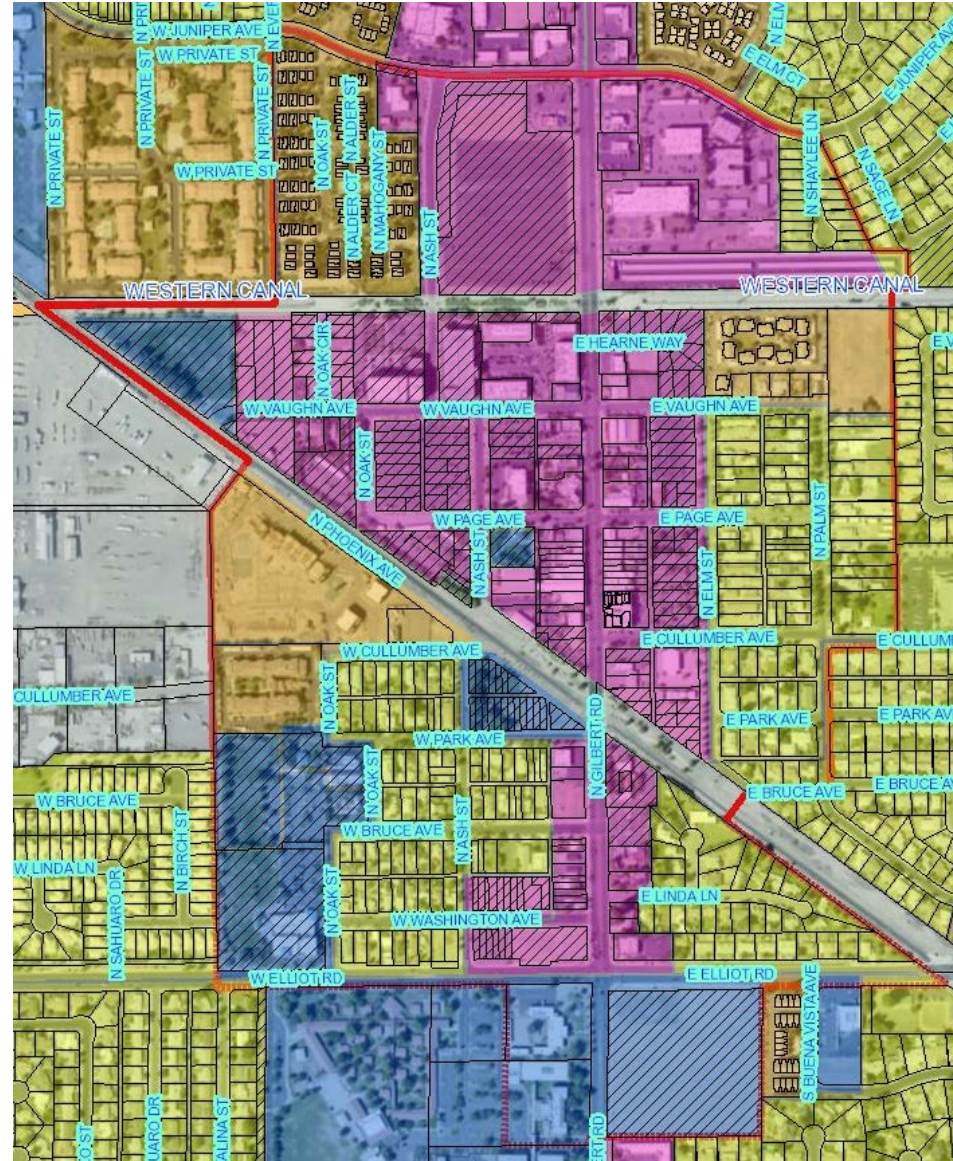
Population: **250,800**
Incorporated: **1920**
Incorporated Area: **68 sq. miles**
Median Age: **33**
Median Household Income: **\$86,045**



Heritage District

The need for signage is different here because:

- Unique – original structures
- Compact – walkable
- Town owned parking lots and garages
- Gathering place for Town events
- Mixed use buildings



How did this happen?

Leadership support

A vision for 25+ years

One development at a time

Modify the “tools” such as Guidelines and Zoning



What are the critical design elements in a vibrant street scene?



Layers

Architecture

Signs

Lighting

Murals

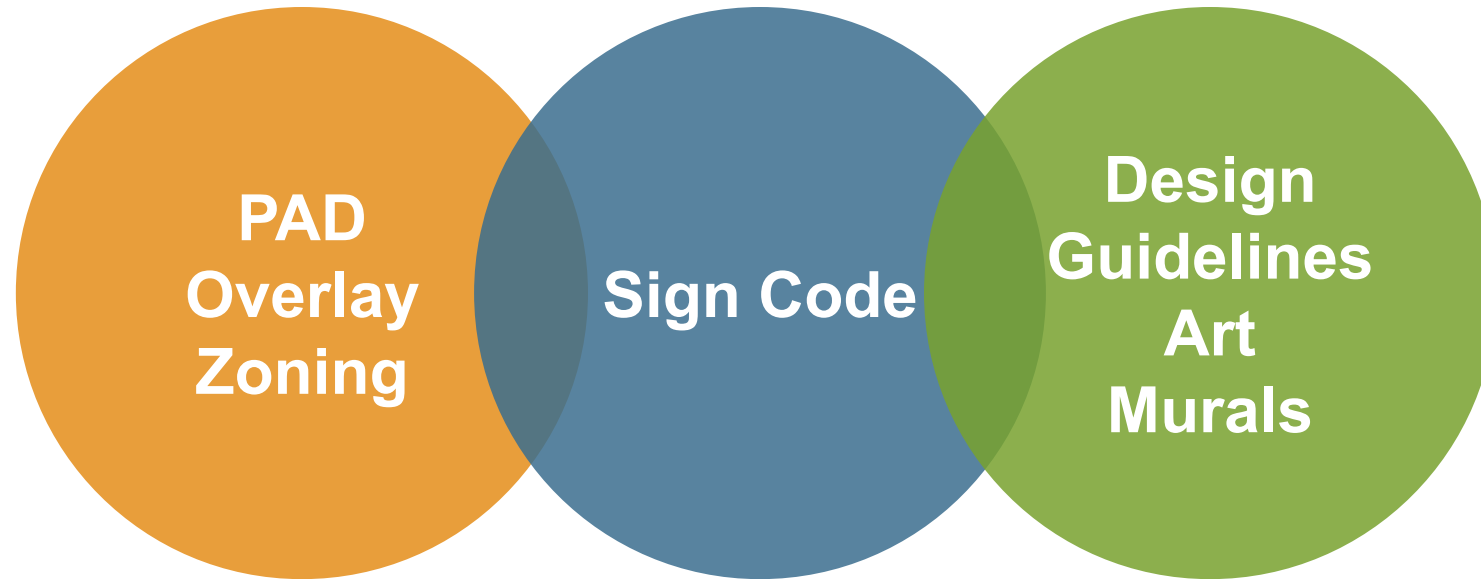
Street banners

Public art

Roadway

Walkways

Be creative, update with great ideas, implement the Vision.



Sign Package



Wall

Signs may be installed on a canopy or trellis. Individual letters provide depth.



Projecting from Wall

These signs are stylized and add interest and a retro feel. A soft neon glow at night is inviting.



Projecting Above Roof

The Redevelopment Commission can approve up to 30% above the roofline. These break up the building massing, especially at night.



Cabinet

Stylized is required.
This provides interest.



Encroaching ROW

When safe, an Encroachment Permit may be approved over sidewalk. This breaks up the massing along the street.



Suspended

Provides a 90 degree visual when walking along the sidewalk.
Pedestrian scale.
Nostalgic.

Case Examples



SoCal Fish Taco

Stylized & Projecting

- 20' frontage
- Encroaches ROW
- Above roofline
- Significant signage for small frontage

Zoning - *Projecting Signs shall be stylized in shape, rather than rectangular, to reflect the shape of the image printed on the Sign Face. Fixtures used to affix the Projecting Sign to building walls shall be decorative and architecturally compatible with the building.*



Joyride Taco House

Projecting Sign

- Slightly above roof
- Visible from both directions
- Larger mass due to more frontage
- Looks best at night



Zinburger

Projecting Sign

- Strong building structure sets up the signs
- Uses competing shapes and imbalance to draw attention
- Larger mass due to more frontage

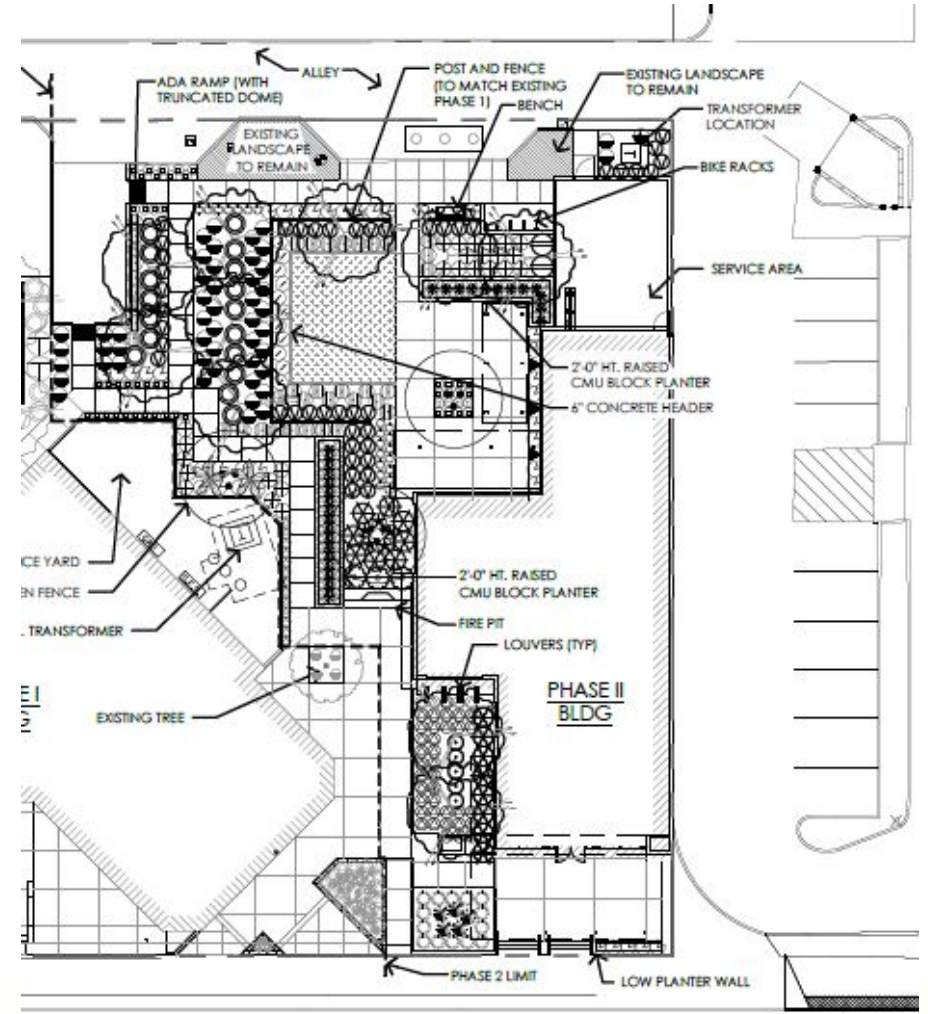


Guidelines-The continued use of exposed neon lighting is encouraged due to its visual quality at night.

Snooze

Canopy Mounted

- Retro design with one strong color
- No exposed raceway
- Street presence, however, most enter from alley



Lessons Learned



Zoning-Painted Wall Signs may be indirectly illuminated. Lighting fixtures shall be decorative and architecturally compatible with the building.



Guidelines-Signs should be highly graphic in form, expressive and individualized in order to provide a distinctive character in the Heritage District.

When to count as signage – not on umbrellas, murals, art.

Admin Design Review when signage meets code – faster, less cost, non-political.

Keep asking – include stakeholders to update the tools-zoning code, guidelines, process for approvals.

Biggest Lessons Learned

Prepare for constant change.

Build in flexibility.

Strive for the next level.

Go from Good to Great!

Est. 1920, Elevation 1237 ft

Great signs are also landmarks.

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IF YOU COULD IMPROVE THE PROCESS.....

- ✓ Would it be bigger if the city allowed X% more square footage?
- ✓ Would the placement be different if the regulations allowed it?
- ✓ Would you integrate different materials or lighting if the Guidelines or Zoning or Special District allowed it?
- ✓ How would a business consider signage if the process for approval was different?
- ✓ Your ideas? What should be improved?