

Signs and the Downtown Experience

Craig Berger, Fashion Institute of Technology
and Craig Berger Management Consulting

Signs and the Downtown Experience

Goals:

- Show the positive impact of Landmark, Digital Signs, and Wayfinding signs on downtown, urban and suburban environments
- Compare positive views of downtown signs to successful strategies for urban revitalizations.
- Develop an assessment approach for comparing the relative effectiveness of different strategies.
- Develop strategies for making signs a tool for economic development.

Signs and the Downtown Experience

By Craig Berger for the Signage Foundation, Inc.

1 Landmark Design Survey

2 Digital Sign Design Survey

3 Urban Wayfinding and Identity

Attitudes Towards Suburban and Downtown Signs Have Changed Significantly in the Last Decade

WAL-MART

Y

1-



Consumer and Institutional Experience are Blending



Institutional Brands Are Becoming and Essential Part of the Urban Fabric

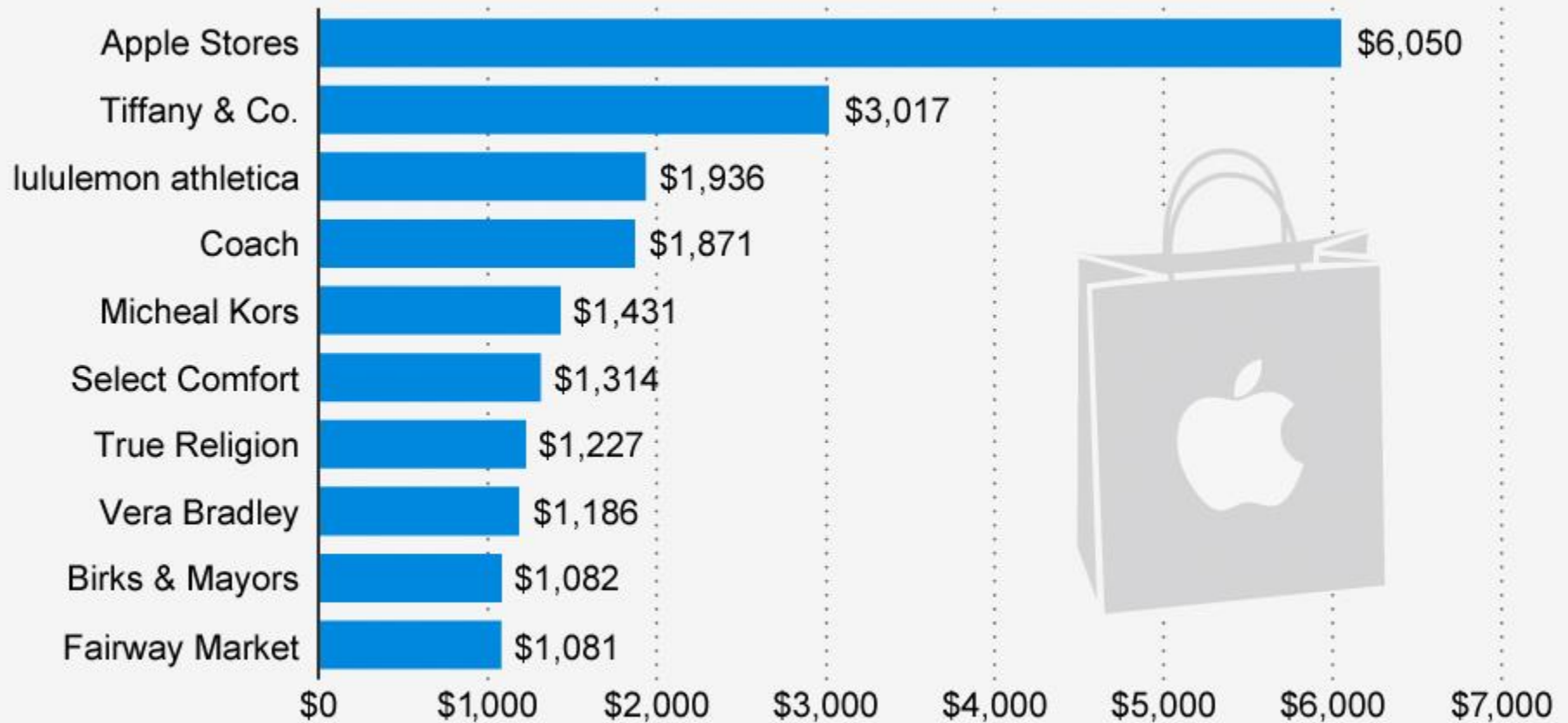


STARBUCKS COFFEE



Apple Is the Most Productive Retailer in the United States

Retail sales per square foot in the United States in 2012*



* Based on latest reported trailing 12 months. As of November 2012.



As Standards and Competition Have Increased

TOPSHOP
TOPMAN
TOPSHOP

TOPSHOP
TOPMAN

TOPSHOP
TOPMAN

TOPSHOP
TOPMAN

TOPSHOP
TOPMAN



The Effectiveness of Landmark Signs in Urban Environments:

Testing Methodologies

Slide Show Survey

Ranking of Metrics

Strategy Comparison Survey

Tour

Participants

80 Participants in 3 Cities

- 90% outside the design/fabrication community
- Volunteers selected online from a pool of 150 people
- 55% female
- 40% minority
- Average Age of 41
- 65% own cars
- 85% have driven in the last year

CALL FOR VOLUNTEERS

The Sign Foundation is seeking volunteers to participate in an important survey on on-premise commercial and institutional signs

The survey will be about three hours in length and will include a bus tour. Volunteers will receive a \$40 honorarium for their time and refreshments will be included as part of the program.

SURVEY DATE: JULY 17

The survey will start and end in Downtown Chicago at 4:30 PM at 60 East Van Buren Street.

Interested volunteers please contact
Craig Berger at
craigberger19@comcast.net



Slide Show Ranking Survey

Ranking Metrics on a scale of 1-5 with 5 being most in agreement and 1 being least in agreement.

The sign is:

Legible

High Quality

Appropriately Scaled

Enjoyable To View

Informational

Unique

Part of the Architecture, Interior or Landscape

Not Distracting

Appropriate for the Setting

Supporting of the Overall Brand Identity

Well Designed

Exciting

Memorable

Top Weighted Scores

Legible: 2.63 and 12% of weighted score

Informational: 3.92 and 11% of weighted score

High Quality: 5.17 and 10% of weighted score

Enjoyable to View: 5.71 and 9% of weighted score

Other attributes include:

Appropriately Scaled: 7.25

Unique: 9.08

Part of the Architecture, Interior or Landscape: 8.67

Not Distracting: 9.92

Appropriate for the Setting: 8.25

Supporting of the Overall Brand Identity: 8.21

Well Designed: 6.96

Exciting: 7.63

Neighborhood and Suburban Analysis

Integrated Landmark Design

4.04 Score

Highest of the Four Strategies

67% complementing the community and 56% as important to the quality of the community

Top 3 Scores

Wendy's

Dairy Queen

Dunkin Donuts



Neighborhood and Suburban Analysis

Integrated Landmark Design

4.04 Score

Highest of the Four Strategies

67% complementing the community and 56% as important to the quality of the community

Top 3 Scores

Wendy's

Dairy Queen

Dunkin Donuts







 **DUNKIN'
DONUTS**

 **DUNKIN'
DONUTS**


**TOUR
LOOK**



Key Lesson:

Integration of the pylon sign,
landscape and architecture

Neighborhood and Suburban Analysis

Integrated Landmark Design

3.98 Score

Second Highest of the Four Strategies

50% complementing the community and 50% as important to the quality of the community

Top 3 Scores

McDonalds

Walgreens

Town Center Landmark Stores









Key Lesson:

Symbol, type, architecture
combination for the greatest
impact

Downtown Chicago

Where signs are crucial to
economic development

Downtown Chicago

Over 30% of the signs shown are seen as central to the success of suburban and neighborhood environments and in fact enhance those environments.

Downtown Chicago

Supporting the Urban Brand

Over 30% of the signs shown are seen as central to the success of suburban and neighborhood environments and in fact enhance those environments.



Downtown Survey

Downtown approaches that were analyzed

Overall 90% complementing the community and 30% as important to the quality of the community

Large Format Print Integration: 4.31

External Projected Signs: 4.15

Dimensional Parallel Signs and Displays: 4.40

Architectural Integration: 4.29

Large Format Print, Mural and Display: 4.30

**Multiple Approaches on the same Establishment:
4.48**



BENTLEY
GOLD COAST

TAVERN ON RUSH

TAVERN ON RUSH
RESTAURANT & BAR

PEARL STREET
RUSH ST
BELLEVUE PL

ONE WAY
STOP



BURBERRY



BURBERRY



BURBERRY





TOPSHOP
TOPMAN

SEASON

NEW

SEASON

TOPMAN

HOT PANTS
S WAY

HOT PANTS
WAY
OR SUMMER
CLOTHAVE



CHICAGO

CHICAGO
FRANKIE VALLI & THE 4 SEASONS APR 18
THIS AMERICAN LIFE APR 19

THE WIZARD OF IDZ-30-33
REWARD CORNER APR 18-19
THE WEST BIRD TAKES

W. J. McGuire Comp
PHONE: (847) 279-33

Key Lesson:

Diversity, Dimensionality and Layering for Maximum Effect

North Side and South Side

The clear relationship of
commercial sign success to
economic development





N State St

THE SHOPS • NORTH BRIDGE
NORDSTROM
SELF PARK →

Weber Grill
RESTAURANT

Flame-Seared Steaks

8231243



ALLERTON
HOTEL
TOP-TOP-TAP

BURBERRY

LEFT ON
GREEN
ARROW
ONLY

N Michigan Ave

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Leading Issues

- Much greater desire and acceptance of sign scale, diversity and messaging downtown.
- Much greater desire for skillful integration of sign and architecture in suburban context.
- Like in wayfinding, limiting and accenting messaging is hugely important and has a significant impact on sign acceptance.
- In both suburbs and city scale matters, particularly with sign messaging.
- Need for solutions that fit the scale of the environment

Leading Issues for Downtown and Suburban Environments

- No significant difference in view of internal and external illumination in suburban context. Internal illumination is better accepted and viewed in urban environments.
- Design quality and diversity is a large positive with multiple materials and approaches receiving greater acceptance.
- Branding is beloved and diversity of brand approaches is enjoyed.
- Positive responses to materiality and landscape integration over heavy graphic integration. Graphics have a positive response as a support to the dimensionality of sign programs.

Opportunities

- Develop Best Practices with sign guidelines
- Sign Boosterism
- Encourage Architectural Integration of Signs
- Reinforce Legibility and Illumination
- Allow for greater creativity for Downtown Signs
- Promote signs as a tourism strategy through landmarks, pop-ups and integrated sign approaches





Shinhan Bank

NAVER
APP-SQUARE



NAVER
APP-SQUARE

네이버 앱스퀘어



WAY OUT



APP-SQUARE

静安嘉里中心
JING AN KERRY CENTRE



常德路

BURBERRY



Philadelphia

Orientation and scale in Wayfinding

Downtown Survey

Key Wayfinding Elements

Pedestrian Sign and Maps

Maps

Building and Street Illumination

Dynamic Landmarks

Gateways



- Athenæum of Philadelphia ←
- Independence Hall →
- Visitor Center →
- Washington Square ↑
- Unknown Soldier's Tomb ↑
- Jewelers' Row ↑
- Walnut Street Theatre ↑
- Holy Trinity Church ←

Walk PHILADELPHIA



BALLY

BALLY


MAYFAIR
Bond Street

↑ **ST JAMES'S**
Savile
Parkway
Piccadilly

← **SOHO**
Romer
Regent Street

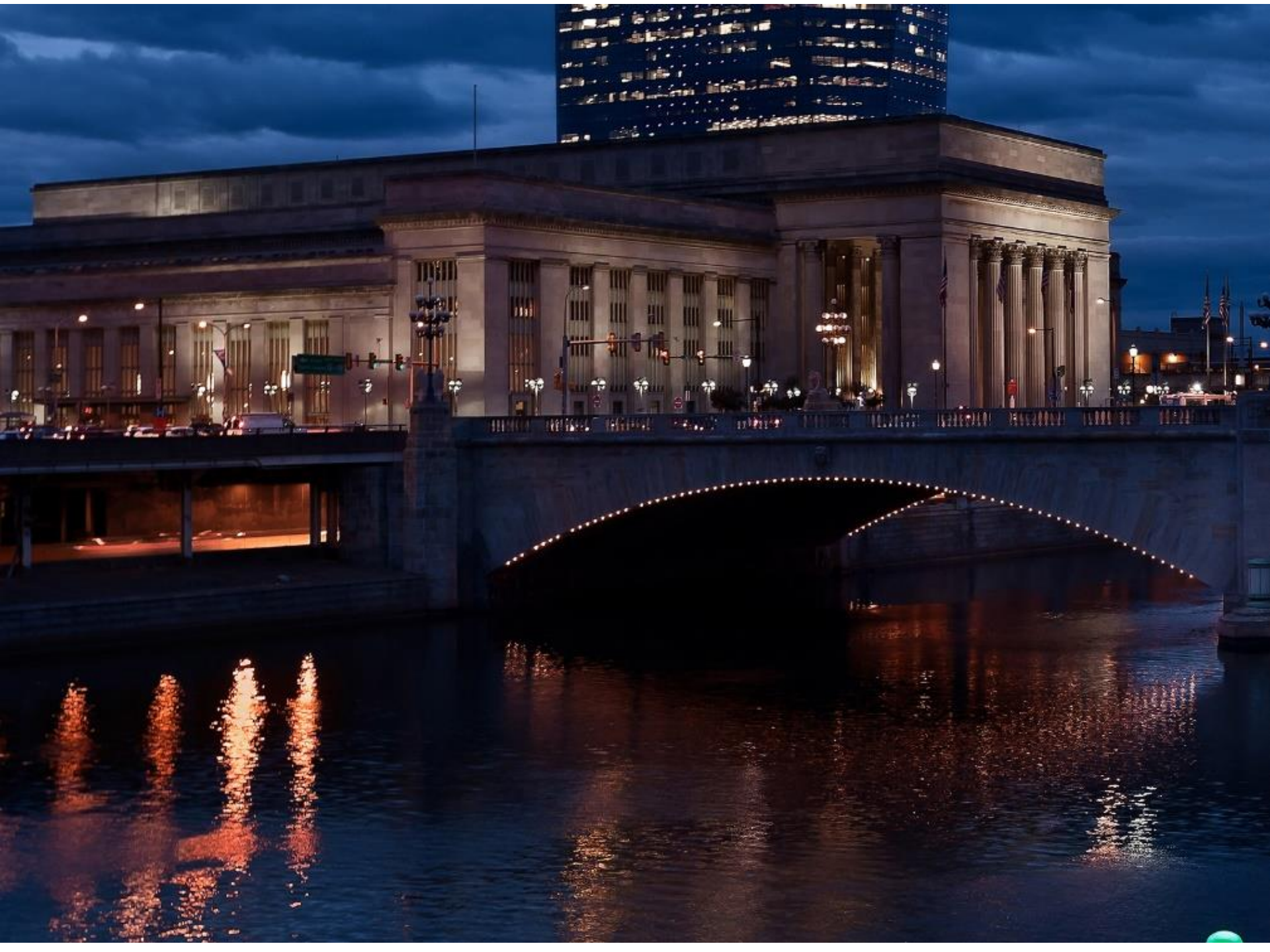
South Molton →
Sloane Square
Bond Street →

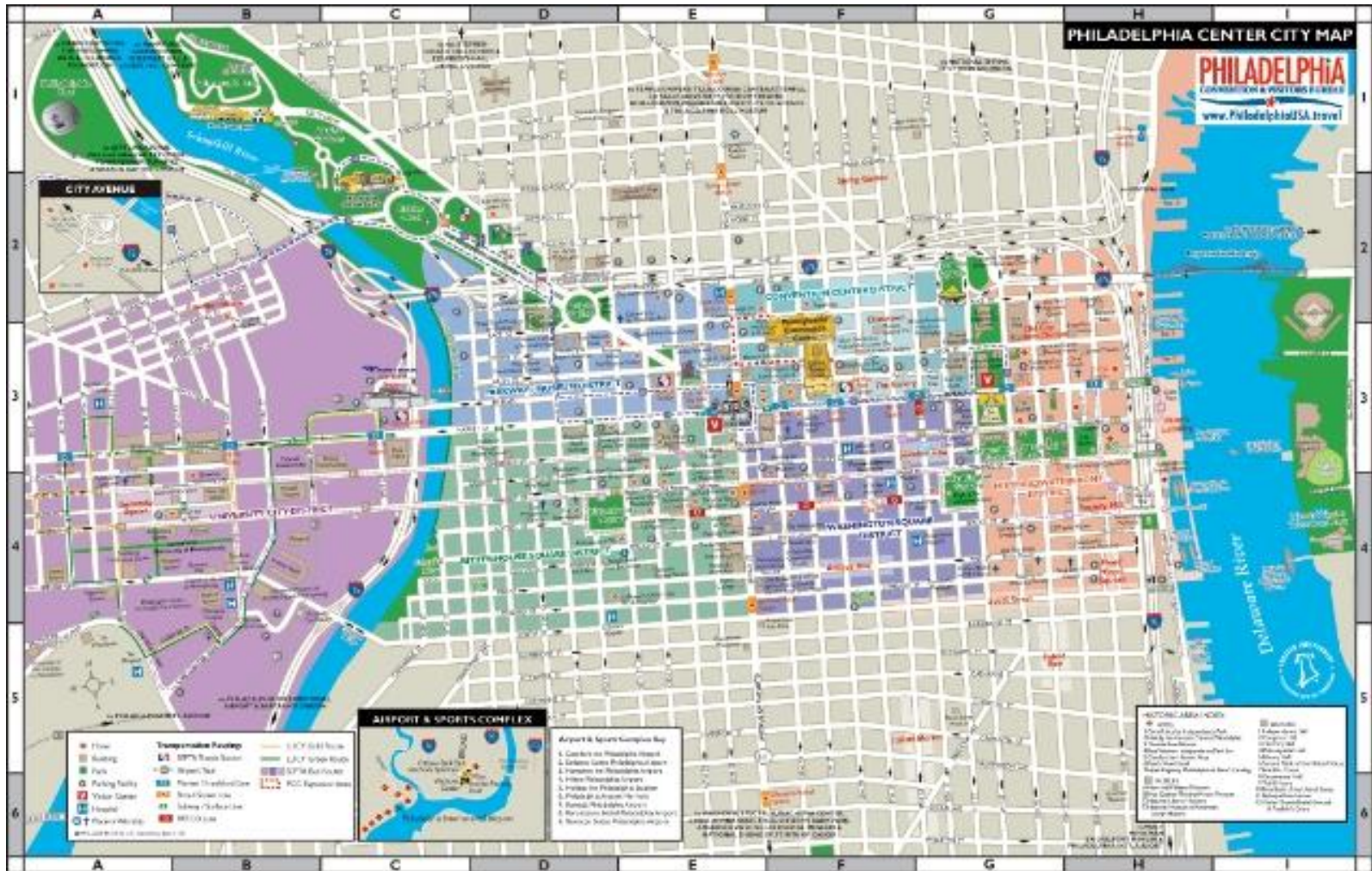


City of Westminster
www.cityofwestminster.gov.uk









PHILADELPHIA CENTER CITY MAP

PHILADELPHIA
CONVENTION & VISITORS BUREAU
www.PhiladelphiaUSA.travel



- TRANSPORTATION ROUTES**
- Blue circle with 'M': Metro
 - Green square: Subway
 - Red square: Parking Facility
 - Blue square: Visitor Center
 - Blue square with 'H': Hospital
 - Blue square with 'P': Police Station
 - Blue square with 'T': Transportation
 - Blue square with 'B': Bus
 - Blue square with 'R': Rental Car
 - Blue square with 'S': Shuttle
 - Blue square with 'C': Cab
 - Blue square with 'L': Limousine
 - Blue square with 'V': Van
 - Blue square with 'T': Taxi
 - Blue square with 'B': Bicycle
 - Blue square with 'S': Scooter
 - Blue square with 'C': Car
 - Blue square with 'L': Light Rail
 - Blue square with 'R': Rapid Rail
 - Blue square with 'S': Streetcar
 - Blue square with 'C': Commuter Rail
 - Blue square with 'L': Light Rail Rapid
 - Blue square with 'R': Rapid Rail
 - Blue square with 'S': Streetcar
 - Blue square with 'C': Commuter Rail



- AIRPORT & SPORTS COMPLEX**
- 1. Center City Philadelphia Airport
 - 2. University City Philadelphia Airport
 - 3. University City Philadelphia Airport
 - 4. University City Philadelphia Airport
 - 5. University City Philadelphia Airport
 - 6. University City Philadelphia Airport
 - 7. University City Philadelphia Airport
 - 8. University City Philadelphia Airport
 - 9. University City Philadelphia Airport
 - 10. University City Philadelphia Airport
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 - 17. University City Philadelphia Airport
 - 18. University City Philadelphia Airport
 - 19. University City Philadelphia Airport
 - 20. University City Philadelphia Airport

- HISTORICAL MARKERS**
- 1. Independence Hall
 - 2. Liberty Bell
 - 3. University City
 - 4. University City
 - 5. University City
 - 6. University City
 - 7. University City
 - 8. University City
 - 9. University City
 - 10. University City
 - 11. University City
 - 12. University City
 - 13. University City
 - 14. University City
 - 15. University City
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 - 19. University City
 - 20. University City

PHILADELPHIA CENTER CITY MAP
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PHILADELPHIA, PA 19101-1000
PHILADELPHIA, PA 19101-1000









DOWNTOWN DISNEY
MARKETPLACE

WELCOME

Opportunities

- Signage investment for every major streetscape and infrastructure project
- Best practices portfolio
- Aggressive sign company marketing
- DOT partnership
- Clear legibility standards

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