

GACC Recommendations

Signage and Billboards

Signage

GACC recommends that outdoor signage and "way-finding" signs match the overall architectural theme of the property. Signage should not simply utilize the maximum square footage permitted by regulations but should instead be designed specifically for each point of installation. The concepts of scale, proportion, color, lighting, etc., should be incorporated to maintain harmony with the built environment. GACC endorses the creative use of architectural and landscape elements to supplement or replace signage (applicable ordinances still apply). These ideas form an identity to the public and are often more effective than any sign. Examples include:

1. Window awnings (with company logos, a signature shape or color)
2. Identifiable outdoor sculptures (Shiel Sexton's "Structure Man" sculpture)
3. Unique architecture (The Pyramids, Houseworks, Galyan's, Emmis HQ)
4. Tasteful use flagpole displays (United Nations HQ, various city halls)
5. Landscape plantings in the form of a logo (Various corporations, theme parks)
6. Tasteful lighting (WW II monument, One Indiana Square/Union Planters)

The definitive test is to envision the development without signage; could the public identify the business(es) inside without help?

Signage types to avoid typically include:

- A. Pole signs
- B. Most "neon" signs
- C. Signs with flashing or moving lights
- D. Most "backlit" Plexiglas signs
- E. Signs with non-permanent lettering
- F. Electronic variable message signs (EVMS)
- G. Billboards

Billboards

Billboards are a special area of concern for the GACC. If a property contains a billboard, the petitioner may receive special consideration from GACC if he or she agrees to permanently remove it from the property.