Tech Savvy Sign Regulations

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International Sign Association

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James Carpentier AICP

- Director State & Local Government Affairs

- 25 years + experience in the public & private sectors

- Work with and educate jurisdictions/officials to assist in the creation of beneficial and enforceable sign regulations
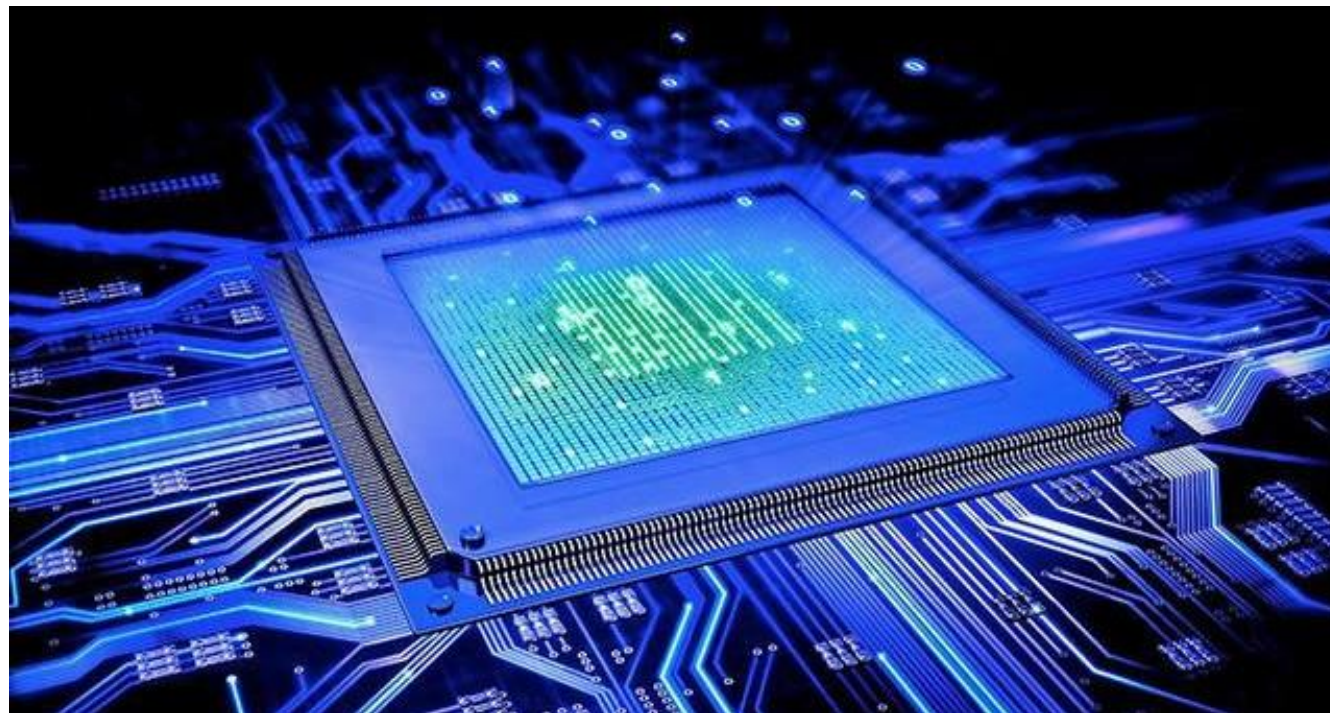
BrandSpark /Better Homes & Gardens

"<mark>In the future</mark>, there will be no need for signs if everyone has a smart phone." (2013)

- 6.1% agree
- 15.2% neutral
- <mark>78.6% disagree</mark>

Trends

- Interconnectivity
- Real time information

Downtown Denver Partnership

launched IKE, a first-of-its-kind interactive kiosk experience designed to provide information, engage users and support economic development Downtown

IKE Kiosk – Platform

FLEXIBLE SOFTWARE

Scalable back-end systems with customized user interfaces, including integrating third-party services and data.

OPEN DATA PLATFORM

IKE is built on an open data platform that provides maximum flexibility and seamless integration with city data sources. IKE combines geo-filtered, curated business data with city-specific information.
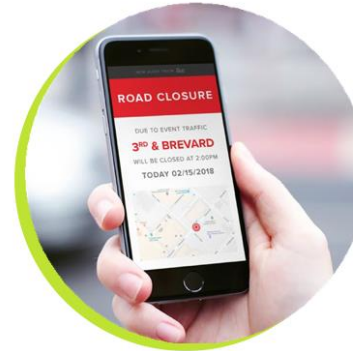

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IKE Kiosk – Features

ESSENTIAL & EMERGENCY COMMUNICATIONS

IKE can display Amber Alerts, severe weather notifications, road closures, and coordinated messages from city departments.

IKE's has a "push to call" emergency services button and IKE's beacon technology can push curated content to the mobile devices of pedestrians in the area, allowing the City to deploy weather, safety, and PSA notifications once a user has opted in.
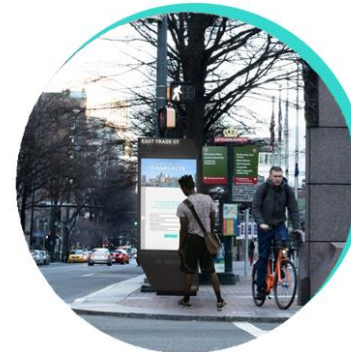
MOBILE & WEB EXTENSIONS

IKE is compatible with all digital channels and content is extendable to mobile devices through our text-to-phone feature. Users can receive way-finding information, addresses, maps, and directions, to their smartphone, as welll as Photo Booth selfies to share with friends on social media platforms.
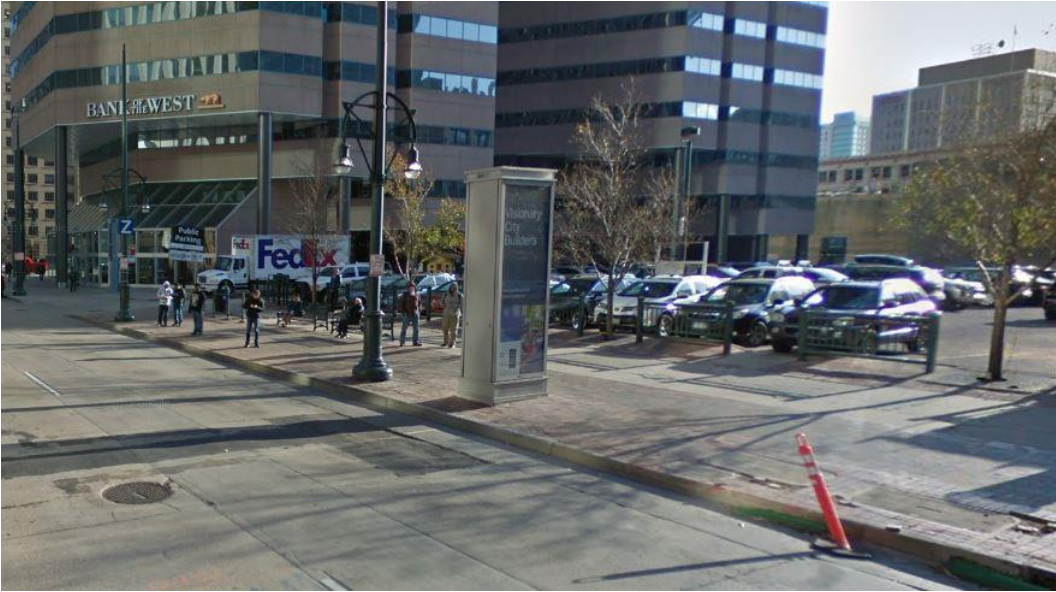
SYSTEMS INTEGRATION

IKE tracks RFID signals from surrounding mobile devices, employs optical counters, and collects kiosk usage data to measure impressions, pedestrian counts, and kiosk engagement. Analytics are accessible in a web-based Dashboard.
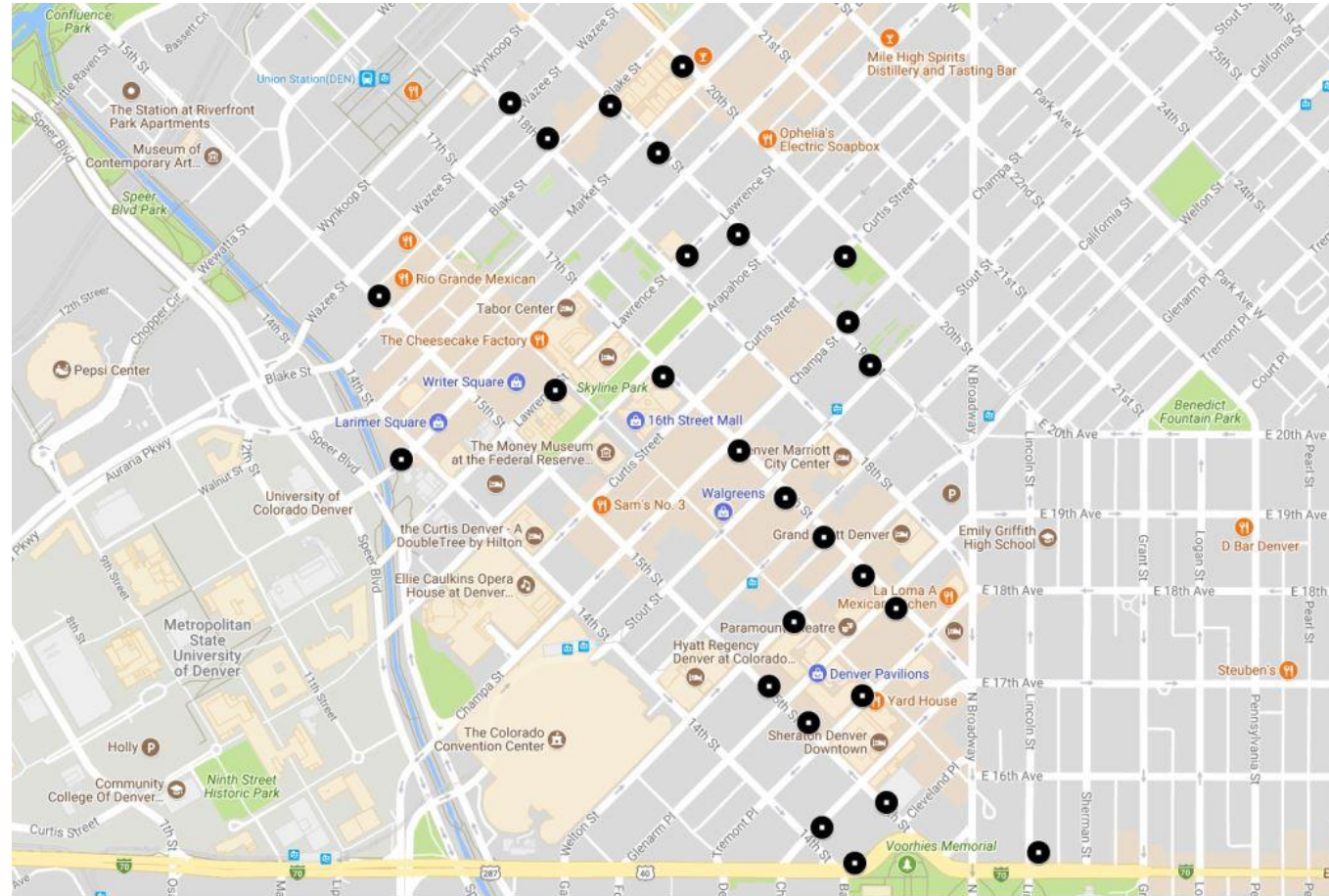
PUBLIC POLLING

Municipalities have long searched for a simple and effective way to solicit feedback from residents and visitors. IKE provides the solution with Survey Says, a flexible tool that can be used to poll the public about everything from favorite sports team mascots and preferred leisure activities to key issues around municipal spaces and public policies. Citizens get a platform to share opinions with City leadership and cities get feedback in an easy to read report that is readily available for review.

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Transportation Pillars Denver

Transportation Pillars Denver

Real Time Information

Smart Sign Regulations

Exempt Signs – Durham NC

- The sign aids in the safe and efficient vehicular and pedestrian movement, circulation, and way-finding;

Parking Structure Changeable Copy

- In order to facilitate safe traffic movements and minimizing hazardous vehicular queuing within right-of-way, signs associated with parking structures may incorporate changeable messages that solely provide real time notification of the availability of parking.

Top 4 Most Sustainable Cities?

1. New York City
2. Boston
3. San Francisco
4. Seattle

Code Tips – Tech Nuetral

Tech Neutral

- A sign that utilizes computer-generated messages or some other electronic means of changing copy

Not Tech Neutral

- "Electronic Display Center" means a sign utilizing electronic technology such as Light Emitting Diodes (LED's), incandescent bulbs, or magnetized flipping devices to display content or animation any of which can be electronically, digitally, or mechanically changed by remote or automatic means. Characteristics are defined as follows:….

Takeaways

- Smart Signs = Interconnectivity

- Real time information - transportation

- Tech Neutral Code Language

Thanks!

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We provide complimentary sign code assistance

Both Presentations and free sign code resources
available at this link:
www.signs.org/planners