

Displaying & Regulating the Misunderstood Commercial Sign

Is the display of commercial signs the most underestimated and misunderstood of all business practices?

Is it also the most misunderstood, disparaged, and overregulated part of our urban and suburban environments?

John Gann says that both sign makers and planners need better information.

Almost uniquely, his manual, *Selling on the Street: Signs, Marketing, & Regulation*, was not funded and is not sponsored by either sign or planning advocacy organizations. It talks about the important marketing function of commercial signs and the effects of government regulation.

New Things You'll Know

How signs are superior to other marketing media

How the most important experts in the use of signs have been the most overlooked in discussions of the functions and regulation of signage

The disregarded expertise (it's not graphic design, not traffic engineering) that most sign display must be based on

Why sign regulation is not and can never be scientific

How architects see buildings and their signs differently than customers

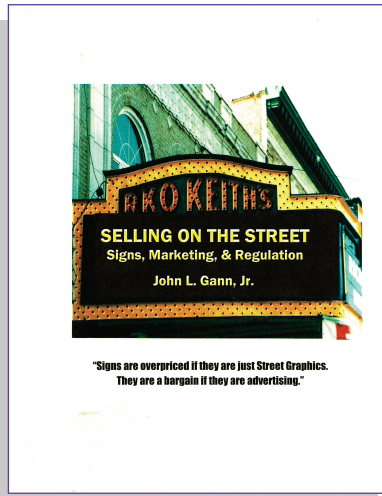
The advantages of *complete* content neutrality

How the work of multiple researchers cited to support strict sign regulations has been misrepresented

How tomorrow (and in some places *today*) the *sign* may be the *store*

How important one kind of underestimated sign is to downtown areas

Why changeable copy may be the most critical part of any commercial sign display



How wall signs can be made much more visible *without* making them bigger

The shortcomings of highway visibility studies

Why model codes and real codes are very different

The changing treatment of "items of information" control

Why to avoid overregulation of temporary signs

How regulations hurt small independent businesses

What sign users should put on changeable copy panels

Where the highly publicized and often revised "Street Graphics" control scheme goes wrong

What They Say About John

"The smartest decision on hiring a consultant that this City has ever made." *Philip S. Phillips, Law Director, City of Zanesville, OH*

"The most competent and responsive consultant with whom I have associated." *William Taylor, esq., Kincaid, Cultice & Geyer*

"He doesn't talk like a planner, nor does he think like one. He makes sense: he proposes stuff that just might work." *Dave Richardson, Editor, Barberton (OH) Herald*

John L. Gann, Jr.

(citykid@uwalumni.com), President of Gann Associates, has prepared and gotten adopted sign regulations for multiple municipalities, working with both local officials and sign and billboard companies. He has presented at annual conferences of both the sign industry and sign regulators. He developed and presented his own full-day seminar on sign regulation.

John has done articles on sign control for *Sign Business*, *Outdoor Advertising Magazine*, APA's *Zoning News*, *Sign Builder Illustrated*, *Planning & Zoning News*, and *Signs of the Times*. He did two regular columns on sign marketing and regulation in *Sign Builder Illustrated* and *Signs of the Times*.

John has a master's degree in city planning from the University of Wisconsin and served on the national Board of Examiners of the American Institute of Certified Planners.

Five Model Codes

This manual offers at no additional cost detailed analytical reviews of five model sign codes offered by planning or sign industry organizations. Among them is a review of the well-known *Street Graphics and the Law* code.

Fax or call toll-free to (866) 61-HORAM

Yes, send ___ copies of *Selling on the Street* (softcover, 42 pages, 31,000 words, plus up to 19 pages, 14,000 words, in model code reviews) and bill me for \$44.75 + \$4.00 S&H per copy print or \$34.75 PDF.

Name _____

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