

# Regulations that Encourage Creative Design

**Planning for Sign Code Success™**

**Las Vegas, Nevada**

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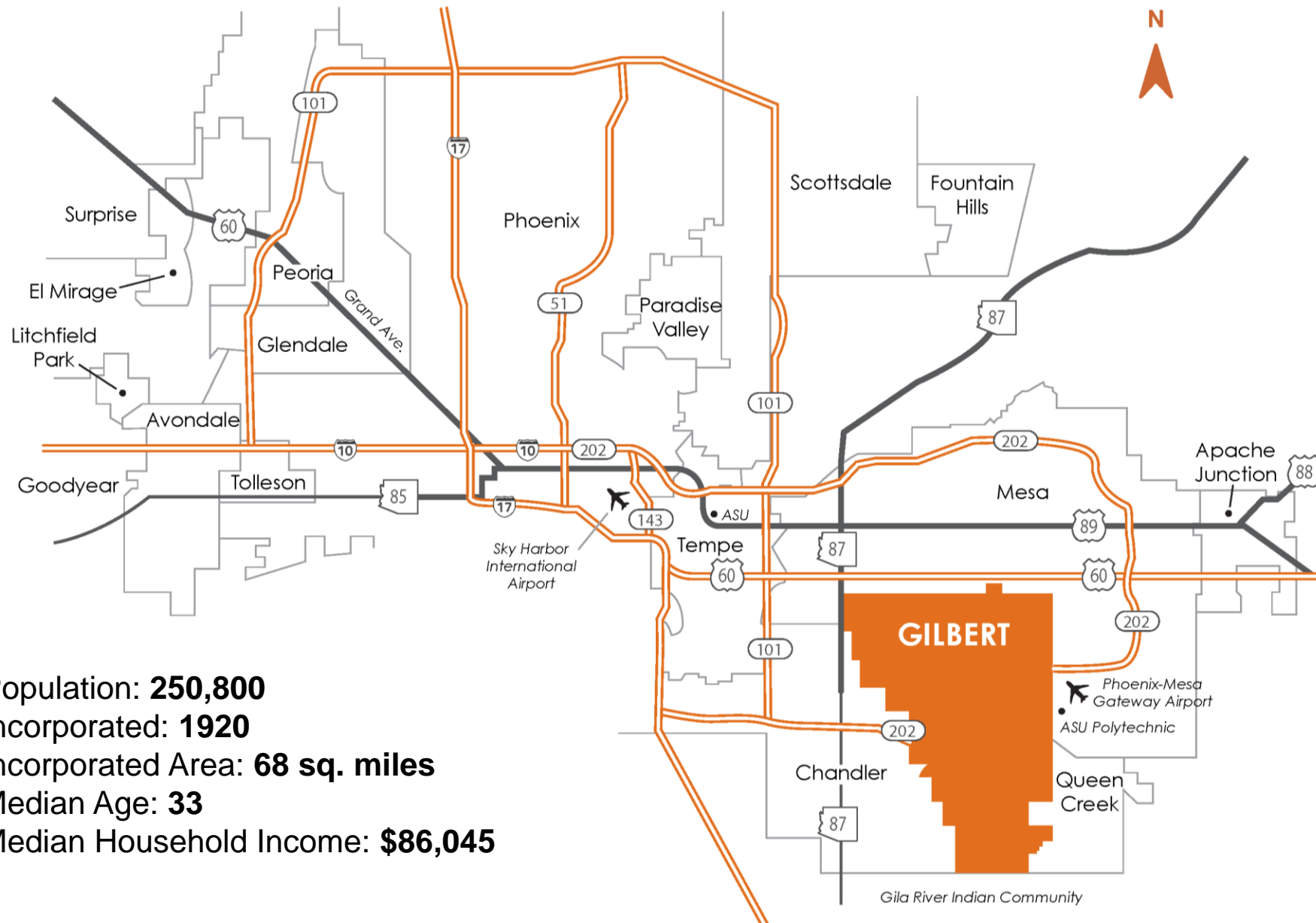


# Gilbert's Heritage District Vision



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.

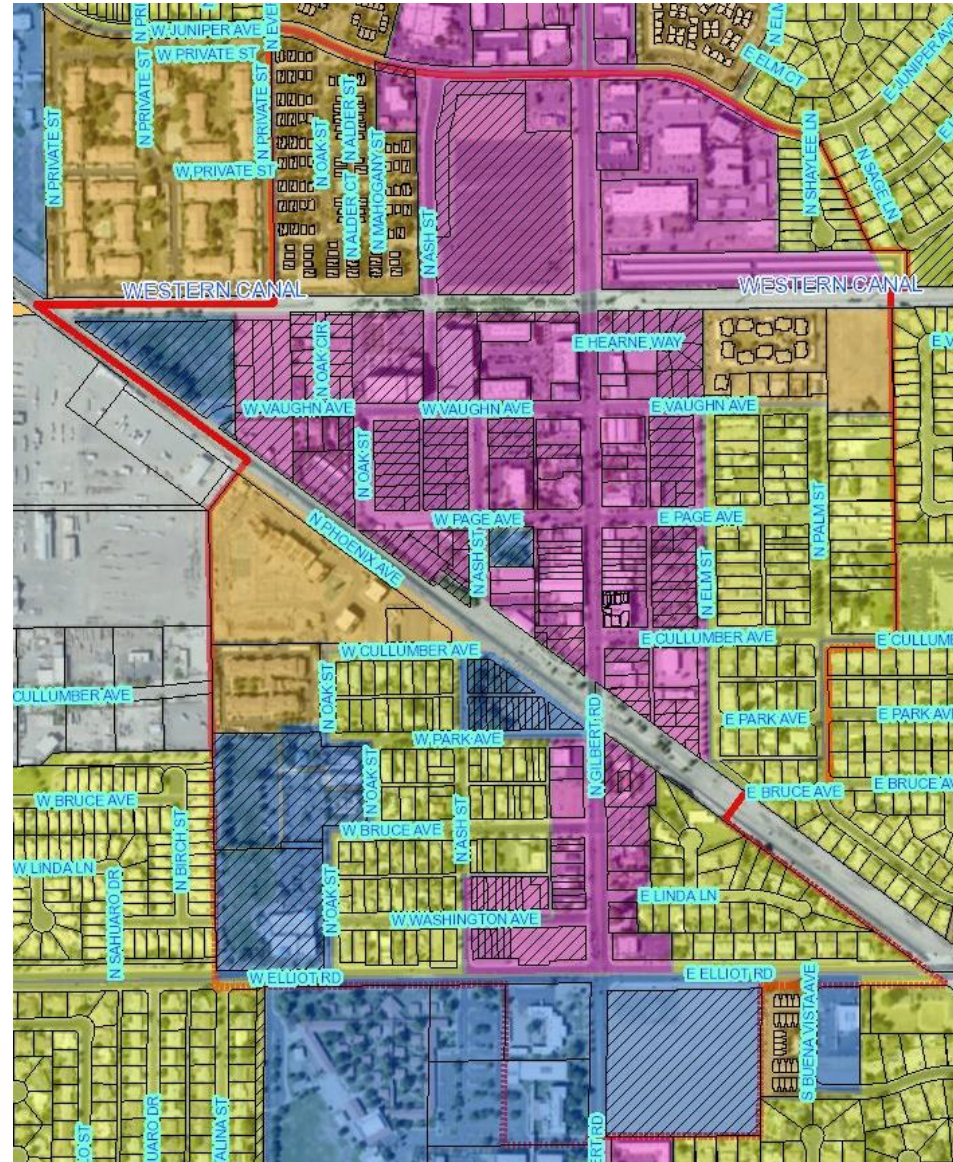


Population: **250,800**  
Incorporated: **1920**  
Incorporated Area: **68 sq. miles**  
Median Age: **33**  
Median Household Income: **\$86,045**





# Heritage District





# How did this happen?

Leadership support

A vision for 25+ years

One development at a time

Modify the “tools” such as Guidelines and Zoning





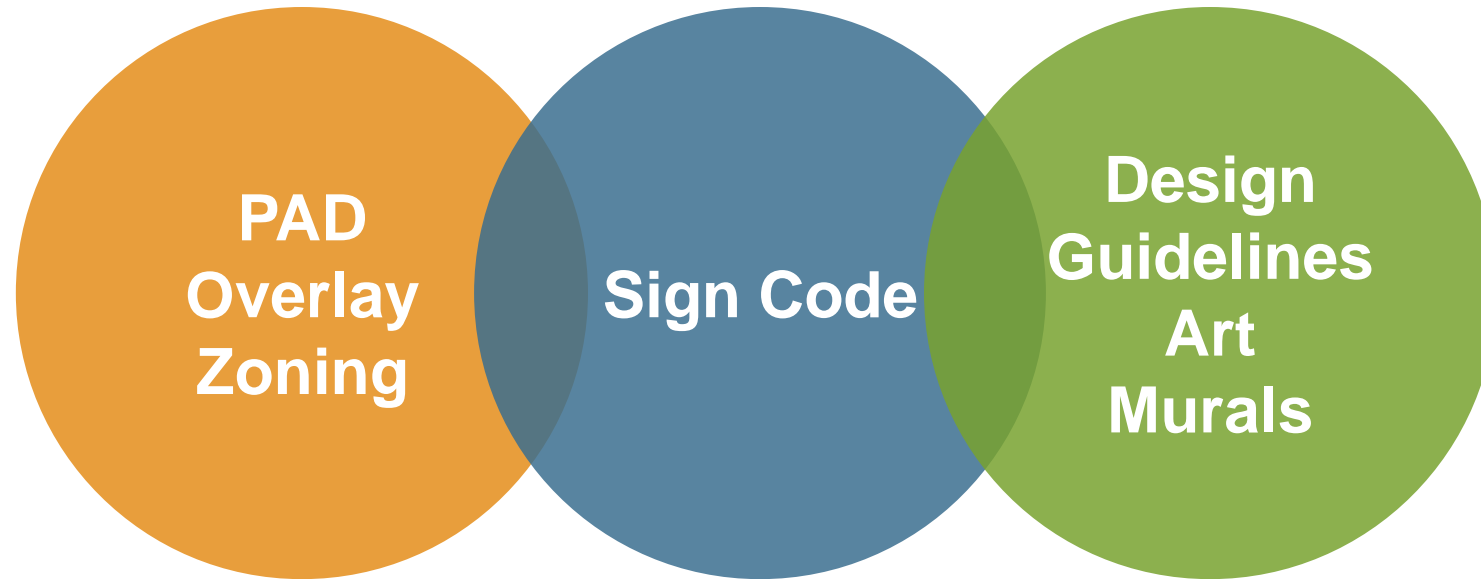
# What are the critical design elements in a vibrant street scene?



## Layers

- Architecture
- Signs
- Lighting
- Murals
- Street banners
- Public art
- Roadway
- Walkways

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



# Heritage District Design Guidelines

The objectives of the signage guidelines are to provide signage that enhances the architectural design of buildings within downtown Gilbert and encourages creative and innovative approaches to signage within an established framework.



# Administration

- If the standards of the code are met a sign in the Heritage District may be approved administratively
- If the sign code standards are exceeded approval is required from the redevelopment commission

# 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



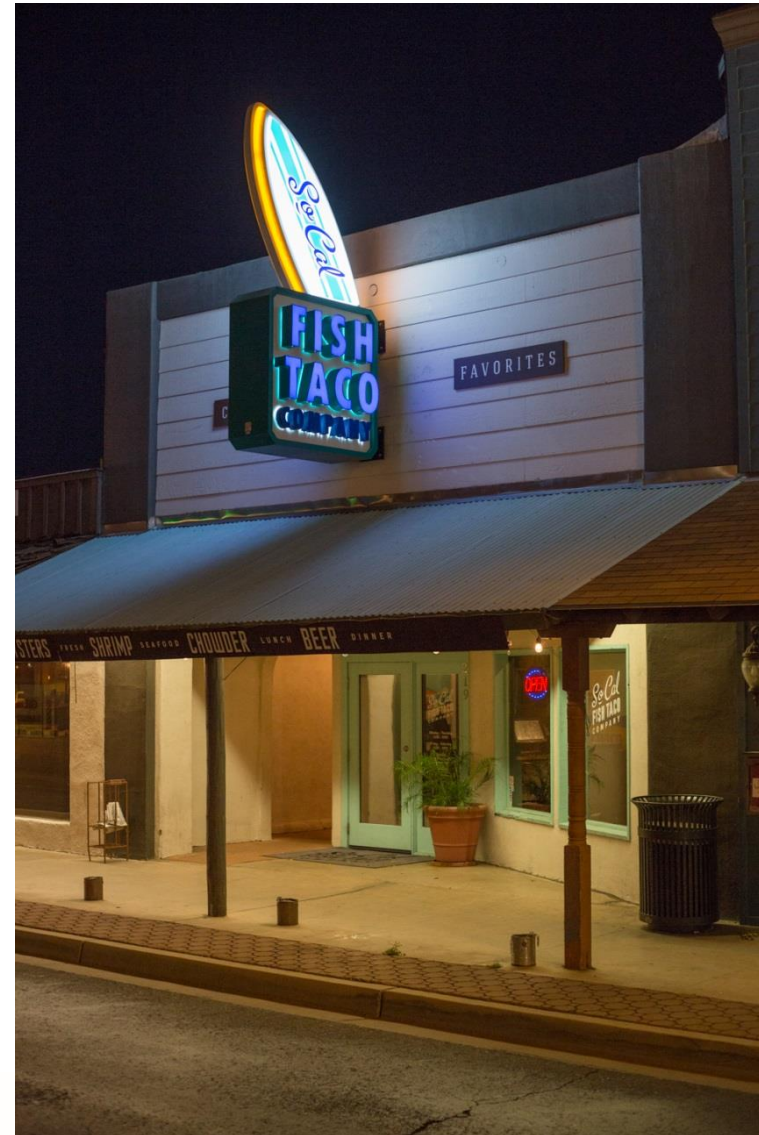


# SoCal Fish Taco

## Stylized & Projecting

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

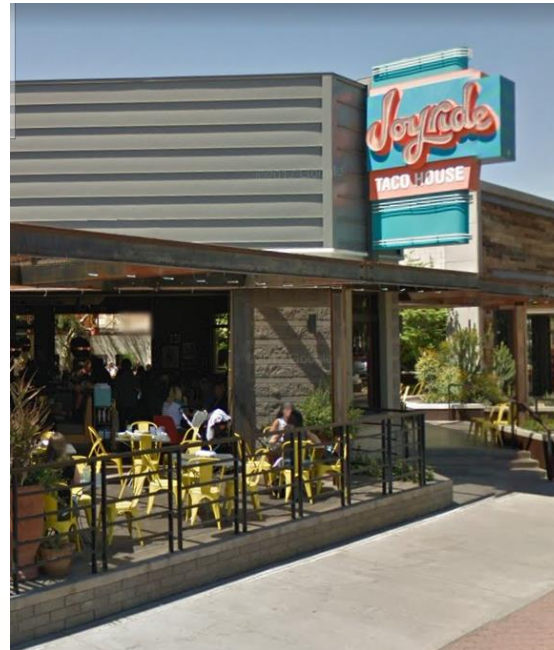
**Zoning** - *Projecting Signs shall be stylized in shape, rather than rectangular, to reflect the shape of the image printed on the Sign Face. Fixtures used to affix the Projecting Sign to building walls shall be decorative and architecturally compatible with the building.*



# 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



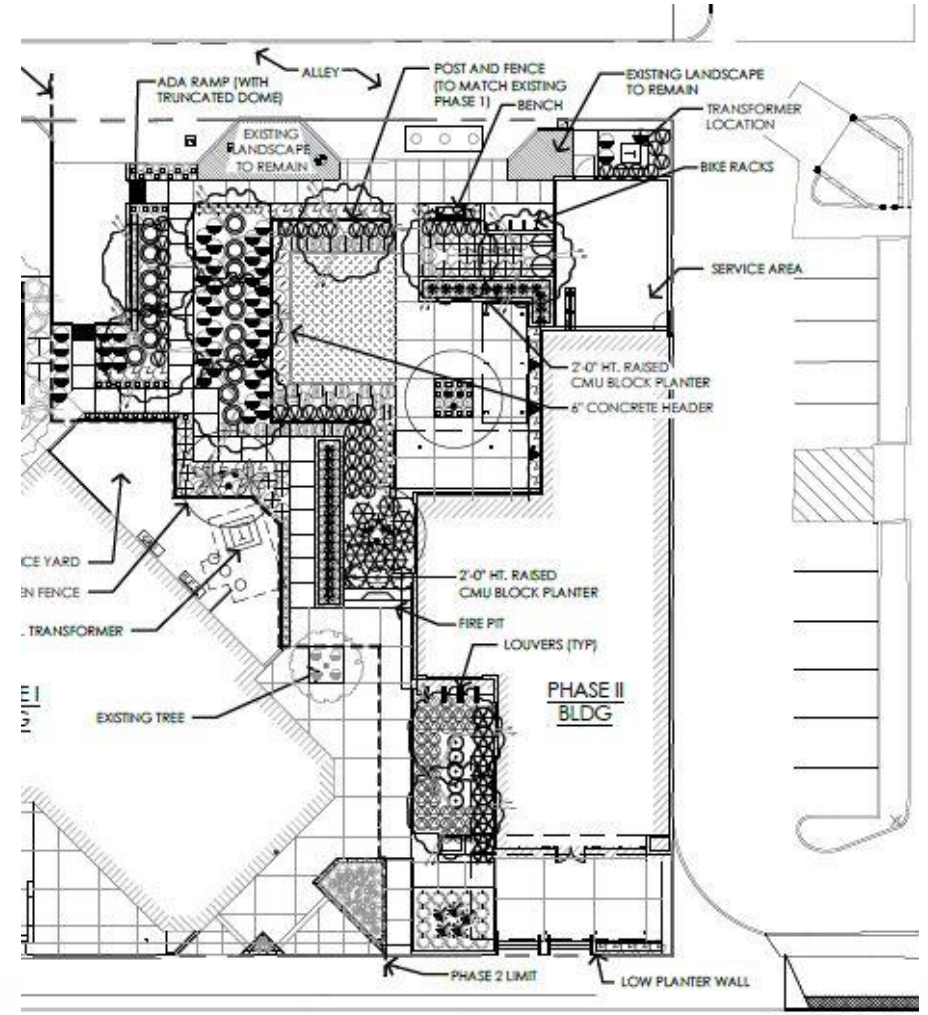
**Guidelines**-The continued use of exposed neon lighting is encouraged due to its visual quality at night.



# 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.

# Great signs are also landmarks.

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