



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 also be designed specifically for each point of installation.

The concepts of scale, proportion, color, lighting, and so on 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:

1. Window awnings, with company logos, a signature shape or color
2. Identifiable outdoor sculptures, e.g. Shiel Sexton’s “Structure Man” sculpture
3. Unique architecture, e.g. The Pyramids; Houseworks; Galyan’s; Emmis HQ
4. Tasteful use of flagpole displays, e.g. United Nations HQ; various city halls
5. Landscape plantings in the form of a Logo, e.g. theme parks
6. Tasteful down-lit lighting, e.g. WWII Monument; One Indiana Square; Union Planters

The definitive test is to envision the development without any signage. Could the public identify the business or organization inside the premises without help?

Signage types to avoid typically include:

1. Pole signs
2. Most neon signs
3. Signs with flashing or moving lights
4. Most “back-lit” plexiglass signs
5. Signs with non-permanent lettering
6. Electronic variable message signs (EVMS)

BILLBOARDS

Billboards are a special area of concern for the Greater Allisonville Community Council area. If a property contains a billboard, the petitioner may receive special consideration from GACC if they agree to permanently remove it from the property,

POLITICAL CAMPAIGN SIGNS

While campaign yard signs are important contributions to our democracy, their uncontrolled use can cause undue blight to our residential neighborhoods. We recommend adherence to the traditional placing of campaign signs by political candidates no earlier than 30 days before an election, and their removal no later than 15 days after the election.

