7-14-10 Presentation by S. Patrick & J. Jones

ICSC
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International Council of Shopping Centers

Loudoun County Sign Ordinance Update
July 14, 2010

Contributing Members:

ART DISPLAY CO.

COMPTON & DULING LC
ATTORNEYS AT LAW

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Topics

- ICSC member perspective on signage
- Smaller retail centers perspective
- Branding and developing logos for retailers
- New sign technology

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Perspectives

- Member perspective on signage
  - Shopping Center Owner
    - Visibility
    - Anchor Tenants / Co-Tenancy
    - Branding destination
  - Smaller retail centers perspective
    - Visibility
    - Anchor Tenants / Co-Tenancy

Perspectives

Small Business Administration Report

- Developing Brand Equity
- Reinforcing other Media Advertising
- Prompts: Impulse v. Destination Purchases
- Change Purchasing Decision
- Ease of Access and Traffic Safety
- Complement Community Aesthetic Standards

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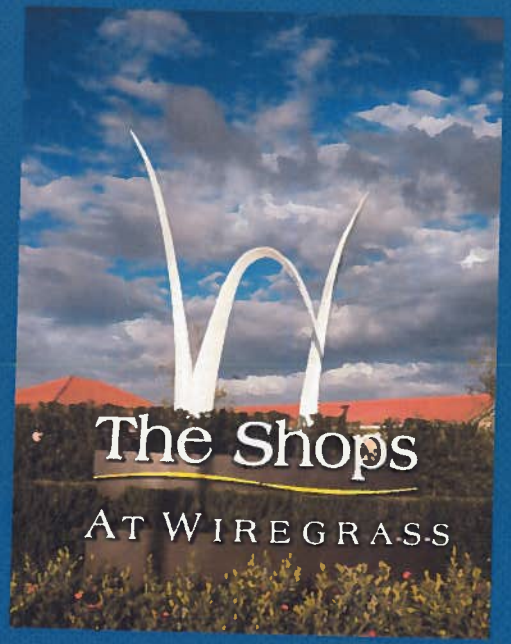
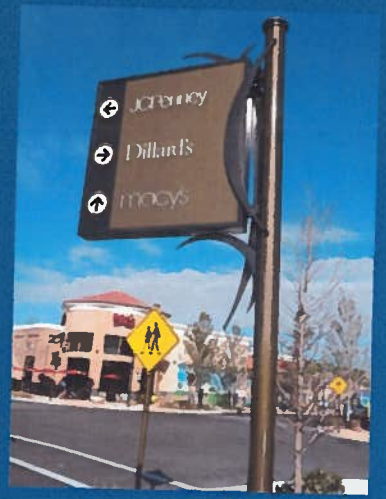
Developing Brand Equity



The Shops at Wiregrass emphasize the image of blades of grass to represent its brand throughout the grounds of the shopping center.



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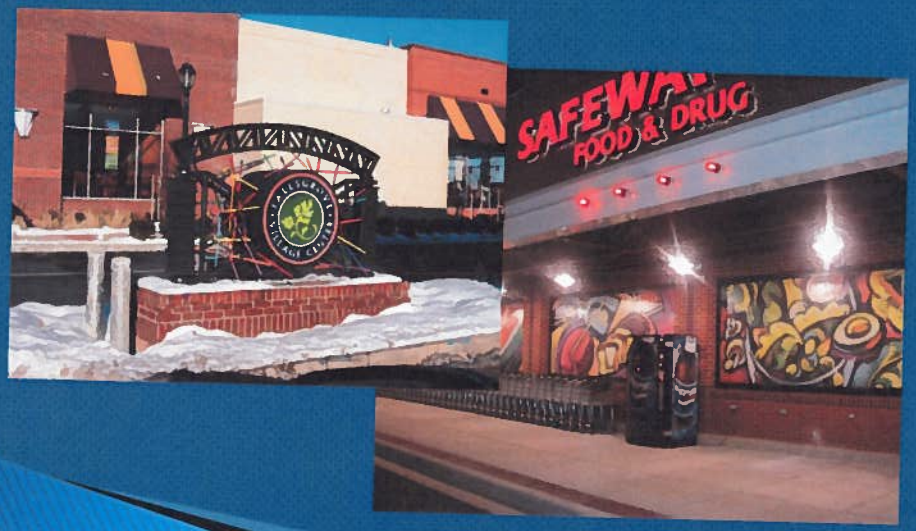
Reinforcing Other Media

Consumers know the "Panera Bread" brand and its simple woman with a loaf of bread symbol and color scheme

Target Market identified through ambience created by consistent themes



- Center and Retailer themes
- Logos
- Monograms
- Architectural embellishments
- Murals

Purchasing Prompts

Retailing can often be categorized as:

- Impulse prompted
  - Generic Products and services
  - Less expensive
  - Recurring need
  - Advertising Goals:
    - Visibility
    - Immediately identifiable
    - Ease of access
- Destination driven
  - Unique or Specific Products
  - Needed less often
  - Discretionary purchases
  - Advertising Goals:
    - Visibility
    - Location Familiarity

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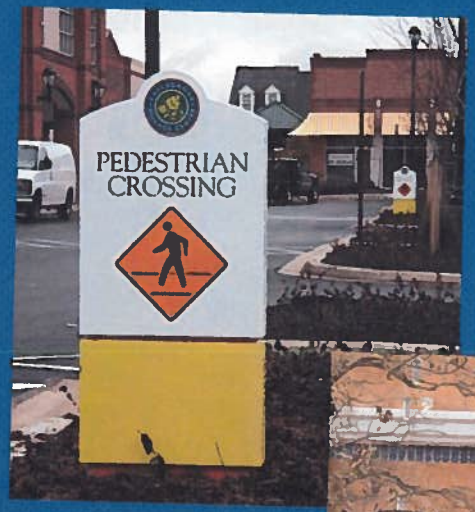
Internal Signage

- On Premises
  - Directional
    - Traffic Safety
    - Retail Locations
  - Informational
  - Directories
  - Activities
- Reinforce Brand
- Sense of Place
- Pride of Ownership



Tenant Perspective

- Businesses exist in a highly competitive environment
- To succeed, a business must be able to communicate with customers quickly and effectively regarding the products or services it offers
- For most businesses, the most cost-effective and efficient form of advertising to potential customers is on-premise signage

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Visual Cues

Signage is often the only visible clue that a business exists

- For freeway-oriented businesses, as many as 50% of their customers are non-locals, neither living nor working nearby.
- There may be only one opportunity to capture their attention.
- Without a properly sized sign installed at the necessary height to be visible from the freeway, these businesses will be essentially invisible and will struggle to survive.

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Impulse-Stops

Land Use	Impulse-Stop %
Shopping Center	
-Larger than 400,000 sq. ft.	30%
-100,000-400,000 sq. ft.	25%
-Smaller than 100,000 sq. ft.	35%
Convenience market	40%
Discount Club/Warehouse Store	20%
Fast Food Restaurant	40%
Sit Down Restaurant	25%
Service Station	45%
Supermarket	20%

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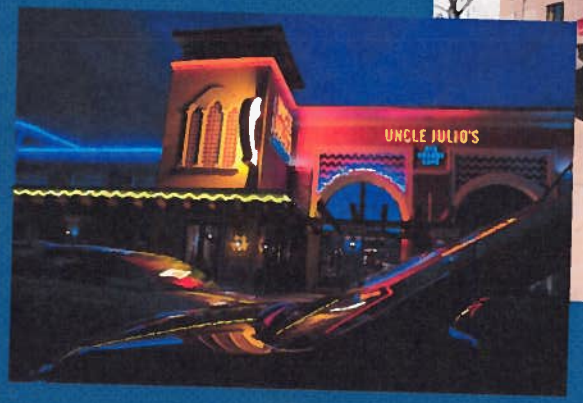
Community Aesthetics

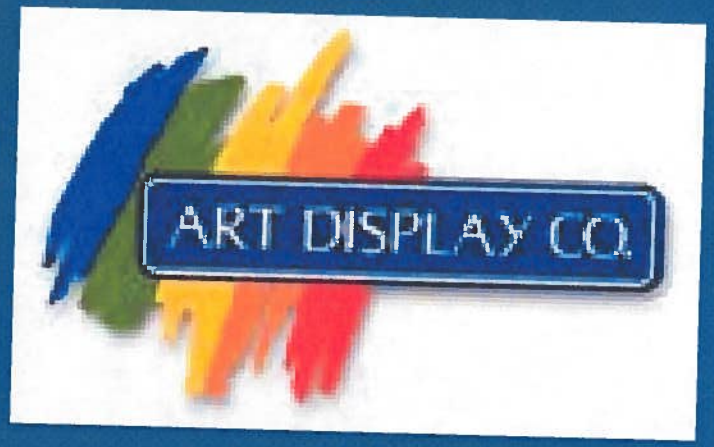
Signage should be consistent with purpose and complement the character of the area

- Purpose
  - General Commerce
  - Entertainment
  - Formal
  - Historic
- Areas
  - Downtown
  - Suburban
  - Rural



Branding and Logos

Trademark Logo of Art Display Co. communicates company goals and product



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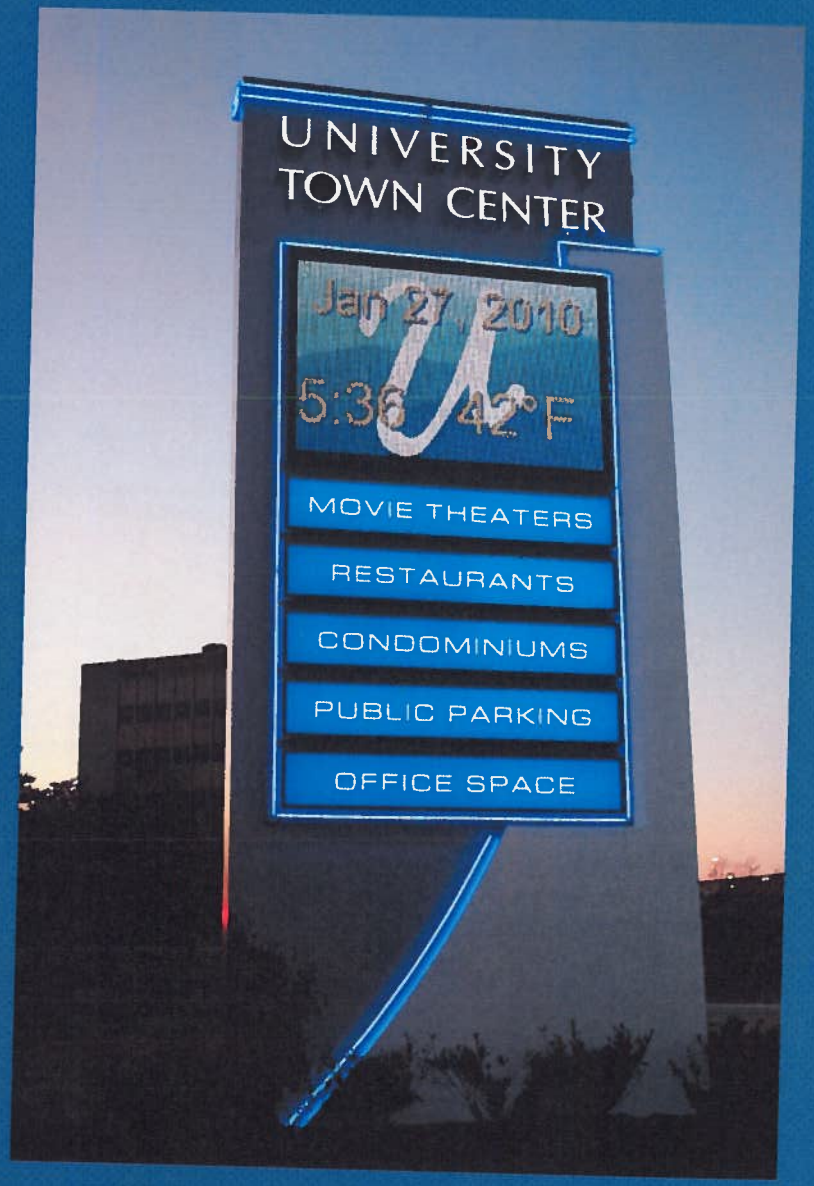
Sign Technology

- New Sign Product
  - Old Technology
    - Incandescent bulbs
    - Manually replaced plastic letters
  - Electronic Message Boards w/ adjustable intensity
  - LED
  - Fabric signs
  - Black / White Letters



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Visual Preferences

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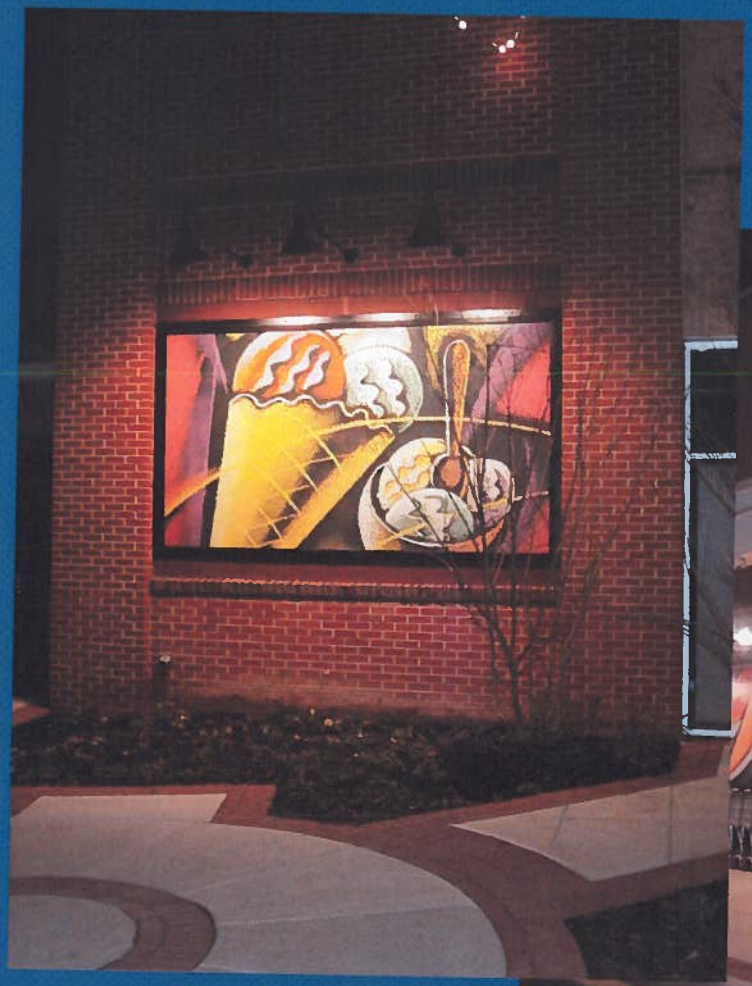

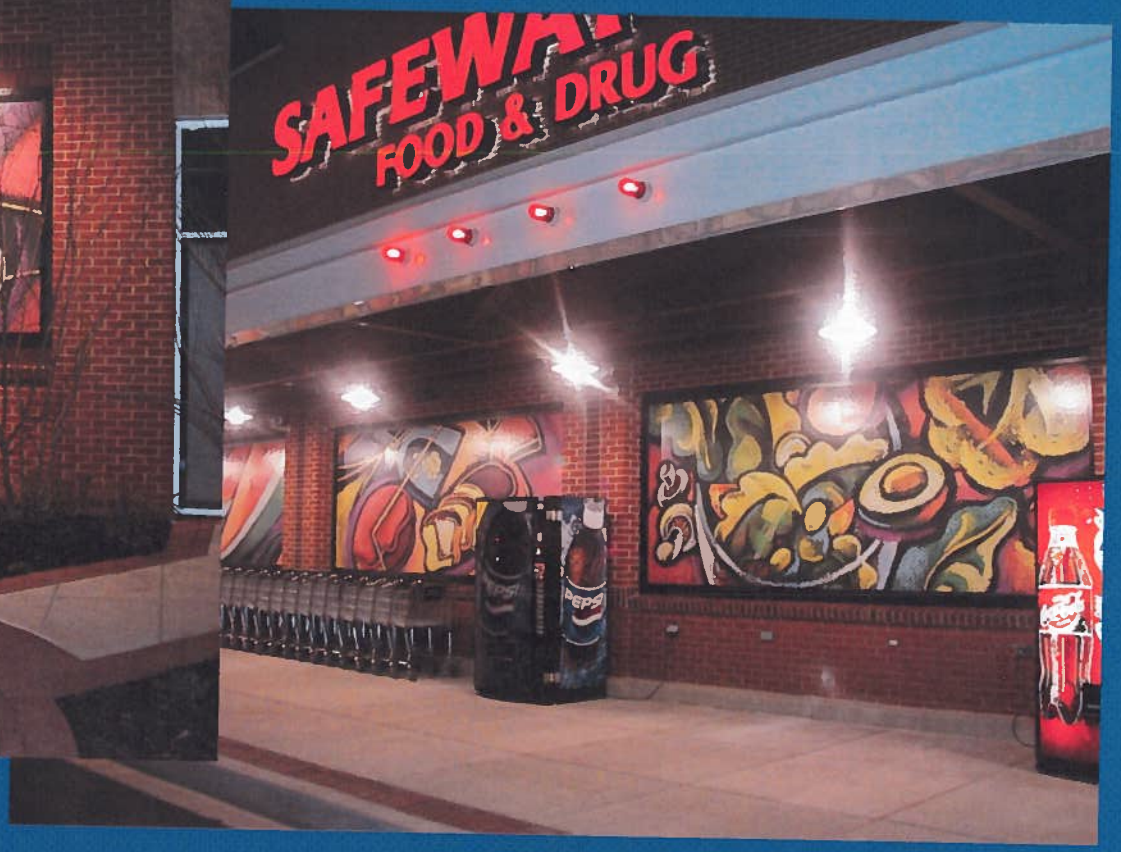

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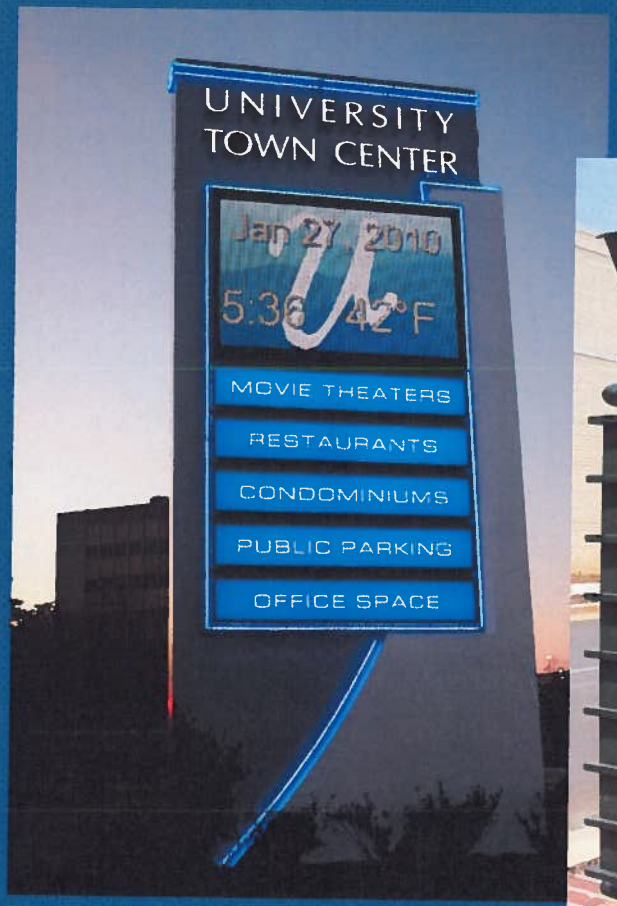

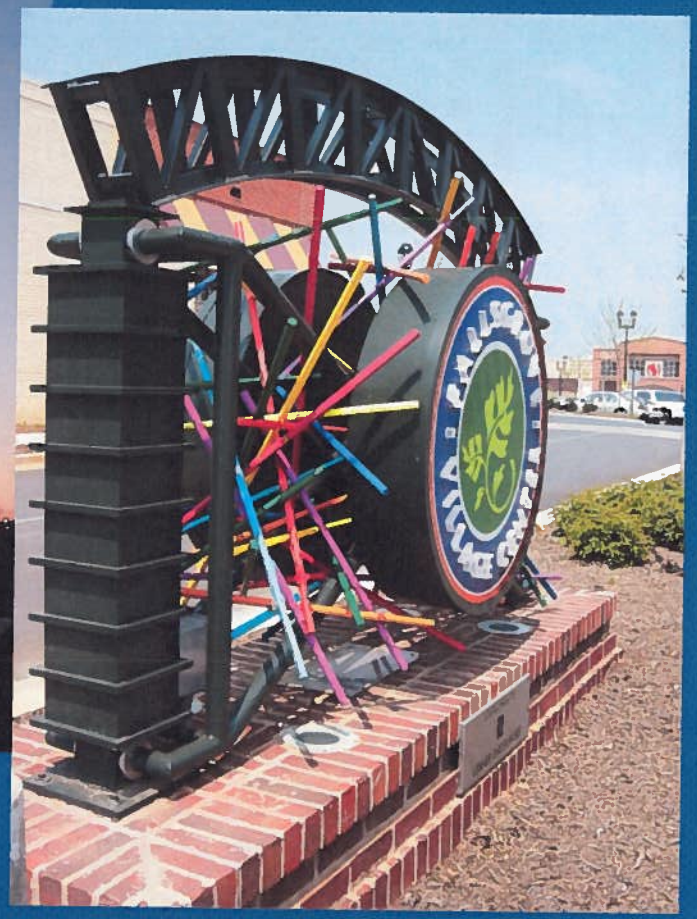

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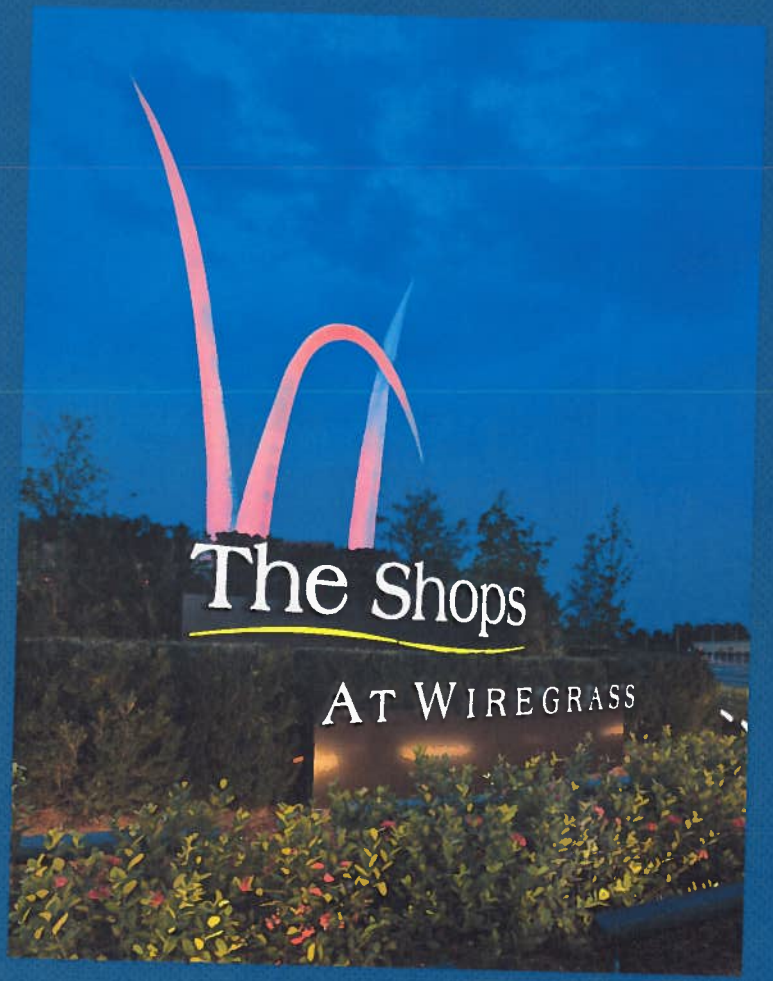
Visual Preferences