Activating the Urban Entertainment District: Signage in American Cities

YESTERDAY, TODAY, AND TOMORROW

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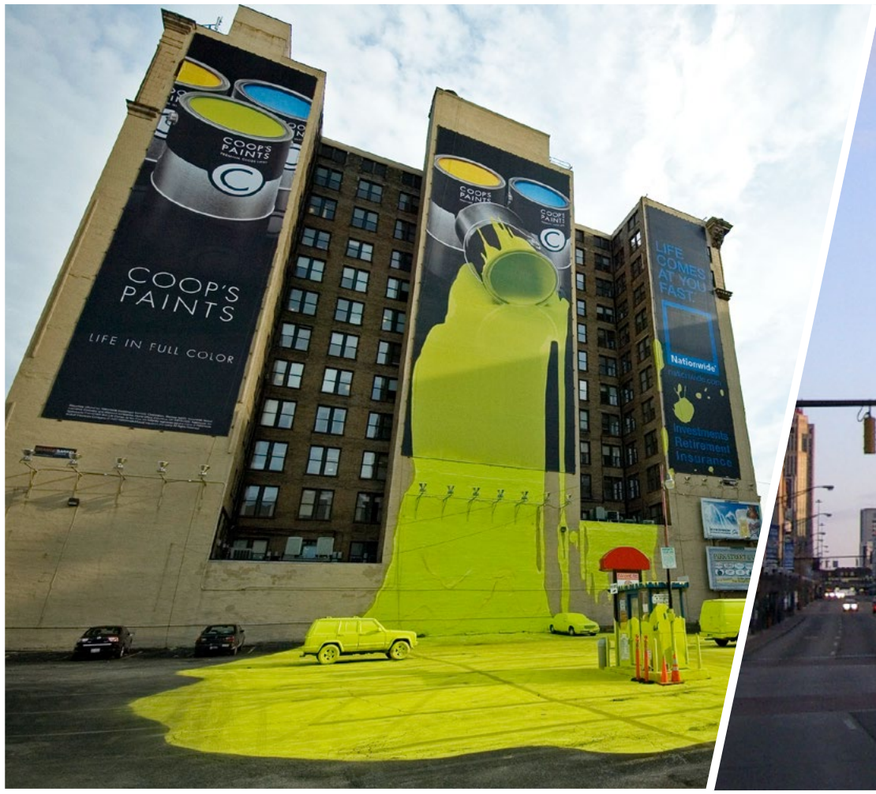

Signs are a barometer of the health of cities.

Oversize signage and spectacularly illuminated displays were abundant during the heyday of downtowns across America but, as the economy declined, and downtown areas suffered, much of the signage was removed.

Atlanta, GA

Chicago, IL

Los Angeles, CA

New York City, NY

Signs are design elements.

Iconic cities everywhere recognize signs as critical design elements that can contribute to the aesthetic character and vibrancy of their urban landscape.

Picadilly Circus in London, Shibuya Square in Tokyo, and the Sunset Strip in Los Angeles all have unique sign regulations, with the intent of creating a specific sense of place.

While not the only characteristic of these districts, signs are a dominant design element and serve to identify these parts of the city as the center of commerce and entertainment.

Picadilly Circus – London

Shibuya Square – Tokyo

Sunset Strip – Los Angeles

Signs are economic and aesthetic contributors.

1952 – Las Vegas, NV

On-premise signage directs traffic to private business.

On-premise signage directs traffic to private business.

LAX – Los Angeles, CA

On-premise signage directs traffic to private business.

Broad & High – Columbus, OH

Signage allows for construction and renovation of buildings.

OBM Headquarters – Columbus, OH

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Fenway Park – Boston, MA

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Venice, Italy

Signage allows for construction and renovation of buildings.

District Hall – Boston, MA

Signage supports programming.

Atlanta, GA

Signage supports programming.

Atlanta, GA

Signage supports programming.

The Westin – Denver, CO

Signage supports programming.

Denver, CO

Signage supports programming.

Atlanta Arts & Entertainment District – Atlanta, GA

Signage funds neighborhood revitalization.

Atlanta Arts & Entertainment District – Atlanta, GA

Signage funds neighborhood revitalization.

W Hotel – Boston, MA

Signage funds neighborhood revitalization.

IKE Smart City – Digital Interactive Kiosks

Signage enables city services and citizen engagement.

IKE Smart City 2018 Deployment – Baltimore, MD

Signage enables city services and citizen engagement.

Applications

IKE's suite of current applications are designed to deliver value to all constituencies - residents and visitors of all economic means; economic development and neighborhood organizations such as business improvement districts, travel and tourism bureaus, and workforce development; and multiple city agencies. Our software is developed in an agile process, with our city partners joining us at the table to develop new ideas and applications which are then realized by our team.

IKE Smart City – Suite of Applications

THINGS TO DO

EAT & DRINK
Drives traffic to area businesses with free detailed listings of restaurants, cafes, and other dining establishments.

SHOP
Encourages a thriving economy with listings of area shops, stores and retail centers at no cost to local businesses.

EVENTS
Highlights city happenings and opportunities for residents and visitors to participate in local events.

ACTIVITIES
Creates a vibrant and energetic city with detailed listings of attractions, points-of-interest, and things to do.

ARTS & CULTURE
Shares all the museums, theatres, galleries and music the city has to offer.

PARKS & OUTDOOR
Helps people discover the best parks, gardens and outdoor sporting venues across the city.

STAY
Makes it easy to visit by providing detailed listings of hotels, motels, and other lodging establishments.

HOW TO GET THERE

GET AROUND
Provides multi-modal wayfinding, as well as real-time schedules and information for all forms of public transit including rail, bus, streetcar, bike and car share services.

COMMUNITY SERVICES

SOCIAL SERVICES
Supports underserved areas with detailed listings of valuable resources such as addiction and recovery centers, food banks, and family services.

SHELTER
Provides those in need with locations and real-time availability of safe shelters and beds.

JOB BOARD
Provides communities with easy access to area job listings and employment opportunities.

CIVIC RESOURCES
Makes it easy to get important things done with detailed listings of city, state and federal buildings and services.

311
Keeps the public informed with a real-time feed of aggregated city and service requests, and provides a platform for citizens to report a problem or issue.

SURVEY SAYS
Allows the public to share opinions by responding to questions issued by the city to gain citizen input on initiatives and issues.

FUN & GAMES

PHOTO BOOTH
Allows pedestrians to take a selfie against an iconic City backdrop and enables photo sharing on social media.

ARCADE
Entertains and engages pedestrians with a fun and easy to use video game.

Signage enables city services and citizen engagement.

Atlanta Arts & Entertainment District – Atlanta, GA

Signs can be art in both content and structure.

Atlanta Arts & Entertainment District – Atlanta, GA

Signs can be art in both content and structure.

Columbus, OH

Signs can be art in both content and structure.

Sunset Spectacular – Los Angeles, CA

Signs can be art in both content and structure.

Atlanta Arts & Entertainment District – Atlanta, GA

Signage Districts tell a City's unique story.

Denver, CO

Signage Districts tell a City's unique story.

Epicentre – Charlotte, NC

Signage Districts tell a City's unique story.

Power & Light District – Kansas City, MO

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Signage Districts tell a City's unique story.

Signage Planning

1. Incorporating digital signage into an existing regulation
2. Balancing the needs/desires of businesses against a town aesthetic
3. Incorporating new sign technology into historic or older architecture
4. Digital wayfinding systems
5. Wayfinding plans, including pedestrian, government, directional, vehicular, trails, etc.
6. Content neutrality/Reed/Temporary Signs
7. Writing better and simpler sign codes
8. Incentivizing creative designs within the code approval process
9. Streamlining sign codes to allow new technology
10. Trends in lighting/illumination – brightness levels
11. Signage at appropriate scale for pedestrian environment
12. Financing new signage and wayfinding

Q & A

SPECTRE
007
NOVEMBER 6
ORANGE BARREL SIENA
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007
NOVEMBER
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SHOPHOUSE
ARCLIGHT
CINEMAS

THANK YOU