

Takeaways from last meeting

- Explore better pedestrian-oriented wayfinding alternatives for businesses located off King St.
- If A-frame signs at storefronts are appropriate at storefronts, there should be further regulations on signs
- If A-frame signs continue to not be allowed at storefronts, there needs to be an explanation as to why these would not be permitted
- If A-frame signs continue to not be allowed, there needs to be exploration of what alternatives are available for businesses to get the marketing benefits A-frame signs provide. Out of the box thinking is needed.

Alternatives for Consideration to A-Frame Signs Ideas, and Possibilities

Ad Hoc Group for Digital Signs and Portable A-Frame
Signs

June 18, 2015

1. Welcome Mats on Sidewalk At Storefronts

- Displays business logos, addresses, location, etc.
- Interesting alternative because of its colorful, attention grabbing designs
- Is located in pedestrians' line of sight
- May pose to be a tripping hazard, may be difficult to lay in some places (i.e. Old Town)



2. Guerilla Marketing

- Use of new materials such as chalk and water stencils for advertising on walkways
- Unique way to advertise special events and sales
- May be difficult to use for certain materials such as brick
- Chalk and water stencils may be expensive for certain businesses
- Can only be used temporarily



3. Small Pole Signs

- Method used in Charleston, SC in the 1980's.
- Known as the “King St Standard”
- Identically formatted signs along the sidewalks
- It creates less clutter on sidewalks but takes away uniqueness
- Higher than pedestrians’ line of sight
- Controversial program was eventually eliminated



4. Spotlight Signs

- Method used in London and New York City. Spotlight is located inside of the business and is projected into the sidewalk
- Would not affect path of travel and within line of sight
- May be difficult to use on bricks and during the daytime



5. Other Ideas...