

Contemporary Issues For Regulating On-Premise Signs

**A Complimentary Seminar Session
Presented by the United States Sign Council
for all Planners including Municipal, County & State Officials**

AICP members can earn 4 CM credits for this program

CM | 4

Schedule of Events

11:15 am	Registration - Fourth Floor
12:00 pm	Working With National Model Sign Codes
1:00 pm	On-Premise Sign Permits and Approvals: A Planner's Perspective
2:00 pm	Break
2:15 pm	Research Based Planning Decisions
3:15 pm	Digital and Electronic Sign Regulation

**Thursday, December 1, 2011 - Room 412 - 12 noon to 4:15 pm
Atlantic City Convention Center
1 Miss America Way, Atlantic City, NJ 08401**

A Detailed Description of the seminars:

12 noon to 1 pm	<i>Working With National Model Sign Codes</i>
Presenter:	Richard B. Crawford, esq. - Legislative Consultant: United States Sign Council
Description:	Every municipality has its own individual on-premise sign code. The differences can be dramatic and at times frustrating, and can present challenges even to the experienced practitioner. This seminar will guide attendees through the mechanics of a local sign ordinance and will highlight how national model sign codes can be a resource to the planner when drafting or revising a sign code. Model sign codes from the United States Sign Council and the International Code Council will be highlighted.
1 pm to 2 pm	<i>On-Premise Sign Permits and Approvals: A Planner's Perspective</i>
Presenter:	Larry S. Waetzman, AICP, PP - Waetzman Planning Group
Description:	Mr. Waetzman leads a firm that provides services to both public and private sector clients in areas such as: Zoning and land use regulation, comprehensive or master planning, redevelopment and economic development studies, landscape architecture and urban design, master site planning, expert testimony. In the area of approvals for on-premise signage, Mr. Waetzman will share his unique, practical experience in working for both municipalities and sign owners, highlighting issues that are important to local communities, planners, and developers, and how to bring together a mutual understanding of on-premise sign issues that is workable for both the sign owner and the community as a whole.
2:15 pm - 3:15 pm	<i>Research Based Planning Decisions</i>
Presenter:	Philip M. Garvey, Larson Transportation Institute, Penn State University
Description:	This seminar will discuss how research performed by the Larson Transportation Institute at Penn State University can facilitate good planning decisions at the local level in regard to on-premise sign regulation. A review of fourteen (14) research projects performed at the Institute will be included to give attendees a complete background on the depth of research available in regard to on-premise signage, including such topics as: sign area, sign height, sign illumination, sign orientation; and how the results of human factors testing can enhance a local sign code

3:15 pm - 4:15 pm

Presenter:

Description:

Digital and Electronic Sign Regulation

Richard B. Crawford, esq.M Legislative Consultant: United States Sign Council

Electronic Message Center (EMC) signs present the hot button issues for our time, and present challenging questions for communities and planners. This seminar will provide a state-of-the-technology assessment of all matters pertaining to electronic signs: EMC lighting levels; code and regulatory issues; EMC signs and traffic safety; a review of case law pertaining to electronic signs. Emphasis will be on on-premise electronic sign applications.

Free

***For All Planners, Including Municipal, County
And State Officials***

***Plus . . . All participants will receive a complimentary
Exhibit Hall Badge. Visit our complimentary Member Lounge, enjoy the unique
USSC BullPen where artists and craftspeople demonstrate the skills of
gold leaf, pinstriping, hand lettering, etc.
And get a better understanding of the hundreds of products and services
that go into the making of a sign.
From digital printers, to computer software, to lighting ballasts
you can see it all here in one place!***



Presented as a Service by the

**United States Sign Council and the
United States Sign Council Foundation**

211 Radcliffe Street, Bristol, PA 19007

215 785-1922 FAX 215 788-8395

www.ussc.org / www.usscfoundation.org

to register, go to www.usscfoundation.org and click on APA CM Seminars