



ISA Planning for Sign Code Success™

PARTICIPATE IN

# Planning for Sign Code Success™ Workshop

Friday, June 21, 2019

Seattle, WA | Hilton Seattle Airport & Conference Center

## Location



Hilton Seattle Airport & Conference Center  
17620 International Blvd.  
Seattle, WA 98188-4001

## Credits

4.75 AICP (.75 Legal) CM credits

## Training Highlights

- Learn about the continued impact of *Reed v. Town of Gilbert* and other legal issues
- Learn about sign types, design aspects and the process from concept to installation
- Learn best practices for sign code policy process considerations
- Understand the technologies and the regulatory issues involved in digital signs
- Learn how local communities evaluate, amend, and create their sign ordinances

## Registration

Cost: \$60 (inclusive of lunch and parking)

Parking: Located adjacent to the light rail station at the Sea-Tac Airport

**Register [Here!](#)**

## Seminar Schedule

**8:30 am** Registration & Continental Breakfast

**9:00 am** Introductions & Icebreaker

**9:30 am** Signs 101  
Speaker: Ed Becker, Tube Art

**10:15 am** *Reed* All About It!  
Speaker: Attorney Mark White AICP, White & Smith LLC

**10:45 am** Break

**11:00 am** Encouraging Creative Sign Design  
Speaker: Linda Edwards AICP, Gilbert, Arizona

**11:30 am** Controlling Electronic Signs  
Speaker: Mike Freeborg, Clarity Forge Consulting

**12:00 pm** Lunch

**12:30 pm** Local Sign Code Perspective  
Speaker: Darren Gurnee, Kitsap County, Senior Planner

**12:45 pm** Policy & Process Considerations  
Speaker: James Carpentier AICP, International Sign Association

**1:15 pm** Other Legal Issues  
Speaker: Attorney Mark White AICP, White & Smith LLC

**1:30 pm** Break

**1:45 pm** Regulating Historic Signs  
Speaker: James Carpentier AICP, International Sign Association

**2:15 pm** Workshop Design Guidelines  
Speaker: Linda Edwards AICP, Gilbert, Arizona

**2:30 pm** Roundtable Discussion

**3:00 pm** Conclusion

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Questions about the workshop?  
Contact James Carpentier at  
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