

"PERMIT GRANTED!"

These two words are magic to the ears of the clients of Jones Sign. It means they can take advantage of Jones Sign's complete package of design, manufacturing, painting, assembly, installation and service. That's why Jones works intimately with clients to help them complete the permit process quickly, painlessly and successfully. John Mortensen, Jones Sign CEO, and his team answer a few questions about the importance of this critical part of their service.



Review Board and a Zoning Official must often review a sign. A Building Permit, a Structural Permit and an Electrical Permit are necessary. And

signs to determine what variances might have already been allowed. For example: In developing a new sign for a restaurant located 1/4 mile from an Interstate, the town allowed signs no more than 45 feet high with a total size of 200 square feet. Our due diligence determined that a sign that size could not be seen by potential customers on the Interstate. We surveyed other signage in the area, determined that variances had been permitted, and built a case

lastly, Variance Committees have limited powers in some communities. So they are unable to redress obvious issues like permitting adequate signage for large buildings.

Q: WHAT CAN BE DONE ABOUT THIS?

Actually there's a lot that can be done. We've developed several solutions to help our clients get the sign they want in the size they want at the location they want. First, it's important to understand that inadequate signage cannot really be overcome by added spending on other media. Your signage gets your customer to take the final steps into your establishment. Added spending on other media can be a waste when your location is not easily identified by motorists from all surrounding roads.

We recommend that you hire a sign company that fully understands the law regarding variances and sign codes. We at Jones pride ourselves on having a superior record of winning appeals so our clients can successfully maximize their permitted signage opportunities. We pull code to determine what will be allowed, survey the site and identify nearby

for the town council so that they approved a sign 65 feet high with a total size of 400 square feet—a sign clearly visible from that Interstate.

If we find it necessary, we will counsel a client not to build unless adequate signage is granted. There are many well-documented cases where successful chains declined to build in a particular location because the signs they needed to make it profitable were not approved. So our assistance in gaining permit approval can enable national retailers to make their preferred location happen.

Q: WHEN YOU WORK WITH A CLIENT, WHAT SPECIFIC STEPS DO YOU TAKE TO ASSIST IN GETTING THE REQUIRED PERMITS?

Our clients understand how important it is for us to be included in the planning stages. When you begin the process early, sign designs with specific sizes can be discussed with your developer, landlord or general contractor—early in the process before the project is green-lighted. If you have the signs approved during the planning stage, you will have more negotiating leverage with permitting authorities.

Jones made **SIGNS** before he could talk.



SINCE 1910, MAKING SIGNS HAS BEEN THE WAY OF LIFE FOR JONES SIGN.

We are proud of our products, which are the best in the business. What's more, the company's value to the retail community goes beyond our wares. Our core values—honesty, integrity and respect—serve to make Jones Sign a partner, not simply a supplier.

As our reputation for exceptional exterior and interior signage design, installation and maintenance has grown, it's only natural that we have expanded to serve retailers throughout the country.



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