



INTERNATIONAL SIGN ASSOCIATION

# ISA Variance Service

ISA Can Help Get Your Customer a Variance

ISA's Variance Team has decades of experience successfully working with local officials to help sign companies get their customer the signs they need and deserve.

We can use our experience and perspective to help you get that variance so that you can complete the project and leave your customer happy.

This service is competitively priced and open to all industry companies (both ISA members and non-members).

Contact ISA at [variance@signs.org](mailto:variance@signs.org) to talk with our experts about how you can get a variance or special approval for your customers' signs!

**LEARN MORE**

Thank you for all your help with obtaining the variance for our sign! Your expertise in getting this variance approved allowed us to maintain the height and appearance of the historic sign at our establishment.

**Joe Gibson**  
Ramsey Signs | Portland, OR

The team at ISA did a great job of providing arguments to the city so that our customer's digital sign could be bigger and go from amber alphanumerics to full colors and images.

**Brandon Meyer**  
Get Smart Signs | Pittsburgh, PA

**Shelly Smithson**  
Grand Canyon Oasis RV Park & Glampground | Antelope Hills, AZ

Your assistance in obtaining the approval for our administrative appeal was invaluable. Thanks to the administrative appeal approval, the city allowed a more reasonable sign area and our customer is quite happy.

## ISA's Variance Team



**James Carpentier**  
(since 2011)

James Carpentier is the Director of State & Local Government Affairs for the International Sign Association (ISA), where he has helped hundreds of sign companies get difficult projects permitted and dozens of sign users obtain variances.

Prior to being with ISA, James was the principal of Carpentier Consulting LLC, where he specialized in winning variances, exceptions and other special approvals. In addition, James was Director of Government Relations for YESCO, one of the largest and most respected sign companies in the country.

James has over 25 years experience as a certified planner (AICP) in the public and private sectors. James's background as a planner and experience in the sign industry gives him a unique perspective and successful ability to talk with local officials to achieve positive outcomes.



**Kenny Peskin**  
(since 2007)

Kenny Peskin is the Director of Industry Programs for the International Sign Association (ISA), where he helps represent the on-premises sign industry in developing technical standards and responding to code issues across the country. As part of his work, he regularly meets with city officials, appears at public hearings, files written comments, and speaks on sign-related issues.

Kenny currently serves on NFPA 70 National Electrical Code Code-Making Panel 18, International Code Council A117.1 Consensus Committee on Accessible and Usable Buildings and Facilities, Underwriters Laboratories' Standards Technical Committee 48 for Electric Signs, and the Underwriters Laboratories'

Sign Industry Business Panel. Kenny also has represented ISA and the on-premises sign industry before numerous state Departments of Transportation rulemakings on billboards and outdoor advertising. Kenny has specific expertise and a unique knowledge of the codes and standards that form the basis for many state and local sign regulations.



**David Hickey**  
(since 2006)

David Hickey is the Vice President of Advocacy for the International Sign Association (ISA), where he oversees and coordinates ISA's legislative, grassroots and legal efforts. Since 2011, David and his ISA Advocacy team have educated over 8,000 local government officials and have helped hundreds of jurisdictions all over America develop reasonable and beneficial sign regulations. David also helped lead ISA and the on-premises sign industry to a successful outcome in the 2022 U.S. Supreme Court decision, *Austin v. Reagan*. Prior to starting at ISA, David served as a senior staffer in the U.S. Senate and the U.S House of Representatives.