

## APPENDICES

### APPENDIX A Signage Guidelines

[Example of how driving speed and lanes of traffic determine height and size of graphic.](#)

#### DESIGN FACTORS AND RESULTING BASIC DESIGN ELEMENTS

| Number of Lanes | Speed (MPH) | Reaction Time Seconds | Distance Traveled During Reaction Time (feet) | Letter Height (inches) | Total Area of Sign (square feet) |                     |
|-----------------|-------------|-----------------------|---|------------------------|----------------------------------|---------------------|
|                 |             |                       |   |                        | Commercial                       | Residential / Rural |
| Two             | 15          | 6                     | 176   | 4                      | 8                                | 6                   |
|                 | 30          |                       | 352   | 7                      | 25                               | 18                  |
|                 | 45          |                       | 528   | 10                     | 50                               | 36                  |
|                 | 60          |                       | 704   | 14                     | 100                              | 70                  |
| Four            | 15          | 10                    | 220   | 4                      | 8                                | 6                   |
|                 | 30          |                       | 440   | 9                      | 40                               | 28                  |
|                 | 45          |                       | 660   | 13                     | 90                               | 64                  |
|                 | 60          |                       | 880   | 17                     | 150                              | 106                 |

#### *General Rule: Area Assigned to Graphic/Lettering Compared to Background*

It is a rule of thumb in the sign industry that for commercial areas, letters should constitute 40 percent of the total graphic area with the remaining 60 percent for background. This assists the viewer to isolate individual messages where graphics tend to be more numerous and confusing. In more rural zones or institutional or residential areas, less background is needed for legibility. In this case it is recommended that lettering should constitute 60 percent of the total graphic area and the background of only 40 percent.

*Appendix A information adapted from **Street Graphics** by William R. Ewalk, Jr. and Daniel R. Mandelker, Urban Land Institute and the Landscape Architecture Foundation, 1971 and 1977.*