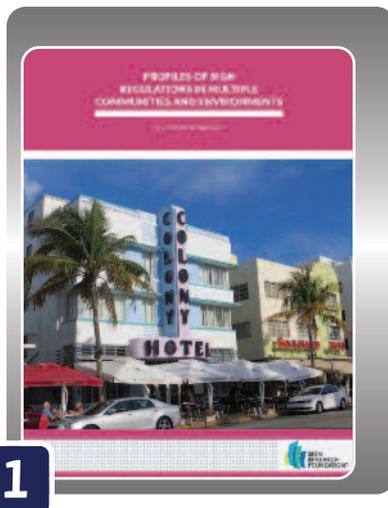


## Research to Transform Your Business

What if a few pages of paper would help solve business challenges? If those sheets come from the Sign Research Foundation, they just might.

Two new research projects offer insight that you can use to help inform planners and local communities, as well as to reach potential customers. Three others already in the collection have successfully been used by sign, graphics and visual communications companies to share the importance of signs.

**Here's a look at five ways to use SRF research.** Download the reports at: [signresearch.org/research](http://signresearch.org/research).



1

*“Effective sign ordinances ensure that signs are consistent and legible, all while reducing clutter. This report analyzes seven different community types and includes perspectives from planners, consultants, designers, and sign manufacturers.”*

## Donate to SRF!

Considering year-end giving? The Sign Research Foundation develops independent academic research studies on sign design, illumination, and regulation. When planners and city councils discuss limitations on the size and scope of signage, SRF's research is used to educate them on reasonable sign codes. Effective sign regulations can create \$120,000 in new sign company revenue per year. This is possible thanks to the generosity of our donors. Learn more about supporting SRF at: [signresearch.org/donate-now](http://signresearch.org/donate-now).

## STATS • FACTS

### HELP planners understand sign regulations.

From SRF's *Profiles of Sign Regulations in Multiple Communities and Environments*:

“Effective sign ordinances ensure that signs are consistent and legible, all while reducing clutter. This report analyzes seven different community types and includes perspectives from planners, consultants, designers, and sign manufacturers. It explores trends in sign code development and attributes of effective sign ordinances across all community types. And it also discuss the successful design elements unique to suburban communities, urban centers, historic districts, and campuses.”

Research from Craig Berger explores how codes, such as the UCC (Uniform Construction Code) and ADAAG (ADA Accessibility Guidelines), complement design and planning guidelines that reinforce community values. Values like the needs of local businesses, the aesthetic vision of the physical environment, and respect for legal precedent. The research also explores the uses of new sign technologies.

A related webinar was attended by more than 200 planners, who were able to gain a better understanding of what leads to effective sign ordinances and current trends in sign codes. The webinar, which featured Berger and planners Marley Bice and Tom Beckwith, is archived at [signs.org/recorded-webinars](http://signs.org/recorded-webinars).

These resources can help you share with community leaders and planners what's working—and how they should approach regulations.

Digital Wayfinding Trends:  
Lessons Learned from Museums, Healthcare,  
and Transit Experiences



2

## DISCOVER how to get around.

Hospitals and other healthcare facilities are making use of digital wayfinding tools—and for good reason. When one encounters a hospital, it often is a stressful time, and the need to navigate unfamiliar corridors can amp up the frustration.

So, too, can exploring a museum with a cranky toddler in tow. Or rushing to catch a train in an unfamiliar city. SRF's *Digital Wayfinding Trends: Lessons Learned from Museums, Healthcare, and Transit Experiences*, was written by Leslie Wolke, founder, MapWell Studio ([www.map-well.com](http://www.map-well.com)). It explores eight digital wayfinding experiences to learn what makes for the most successful and seamless blend of digital and physical guidance.

The goal, Wolke writes, is to “assemble lessons in user experience and system design that can be applied to tomorrow’s digital wayfinding projects. There is a great deal to be learned from interacting with this generation of tools and assessing their successes and limitations. As we know, technology evolves swiftly, only to be outpaced by our expectations for it.”

Wolke is an independent consultant who works with architects, design firms and institutions to design and develop wayfinding technology strategies and tools. She previously authored the SRF research *Wayfinding Management: Models & Methods in Healthcare Environments*.

For customers grappling with augmenting a static wayfinding system with digital elements, this research can provide some guidance.

SIGN RESEARCH FOUNDATION  
EXECUTIVE SUMMARY

THE ECONOMIC  
VALUE OF  
ON-PREMISE  
SIGNAGE



3

## UNDERSTAND the economic impact of signs on businesses.

As an industry, we understand the power of signs. We know that signs mean business. But two SRF research projects—both named *Economic Value of On-Premise Signs*—put dollar signs behind it. The research, conducted by universities in 1997 and 2012, showcases just how much a business can benefit with new signs or improved signage. One even extrapolates how much the additional sign delivers to community in taxes. Use this document to help persuade community leaders of how important signs are to building positive communities, providing good jobs and expanding tax bases.

## NSREC: Mark Your Calendar

SRF's National Signage Research & Education Conference (NSREC) is co-located with ISA International Sign Expo 2019 in Las Vegas on April 24. (ISA International Sign Expo is April 23-26, a Tuesday-Friday with the tradeshow floor open Wednesday-Friday). NSREC has long worked to build bridges between experts in design, architecture, planning, engineering, law, business and construction. SRF's Scholars Program, which pairs well with ISA's Experiential Design Program, brings together architects, designers, urban planners and sign industry professionals to learn more about effective signage. Topics for 2019 are scheduled to include the newest research on signage and wayfinding, case studies of successful sign projects, and a roundtable on creating better working relationships between planners and permittees.

BEST  
PRACTICES IN  
REGULATING  
TEMPORARY  
SIGNS

By Wendy C. Heister, AICP

(Updated with *Reed v. Town of Gilbert* Supreme Court Case)

4

## NAVIGATE the latest Supreme Court ruling.

In 2015, the Supreme Court of the United States issued a ruling related to temporary signs in *Reed v. Town of Gilbert*. SRF research, *Best Practices in Regulating Temporary Signage*, is designed to help community leaders know more about the types and uses of this category of signs—and to ensure that regulations are in line with the court ruling. Provide this information to your local regulators and help them see you as a trusted resource.

SIGN RESEARCH FOUNDATION  
EXECUTIVE SUMMARY

CONSUMER PERCEPTIONS  
OF RETAIL SIGNAGE



5

## KNOW how shoppers view signs.

By the time a new business secures a building, inventory and other start-up costs, they might be tempted to cut corners on signage. *Consumer Perceptions of Retail Signage*, drawn from the well-regarded BrandSpark / Better Homes and Gardens American Shopper Study, shows just how important signs are. Consumers rely on them to make judgments about a business. It's a powerful argument to business owners about the importance of signs.

