

**Sign Research Foundation
2019-2020 Research Grant**

Project Title: Illumination Standard for Static Signs

Problem Statement

An increasing number of communities are trying to impose lighting standards for traditional, internally illuminated signs. This approach is fraught with difficulties, and may not be practical. The sign industry needs to provide a resource on this issue before lighting standards are imposed by government officials and interest groups like “Dark Skies” which limit the ability of these kinds of signs to be effectively seen and which degrade the value of signs.

Research Product

This would be a supplemental project to the illumination study done by Rensselaer Polytechnic Institute (*Illuminated Sign Conspicuity*) that would utilize foot-candle measurements to create a standard that can be easily understood and adopted for sign regulations. The study should include measurements of various types of environments in various regions of the US.

Target Audience

Planners, designers, sign manufacturers, end users

Budget

\$8,000

PROPOSALS MUST INCLUDE THE FOLLOWING:

Lead Researcher:

Job Title:

University/Organization/Affiliation:

Address:

Email:

Phone:

Date:

Additional Researchers:

Scope of Research (describe your methodology, process, literature review):

Project Timeline with Deliverables

Task/Deliverable	Months													
	1 Jan	2 Feb	3 Mar	4 Apr	5 May	6 Jun	7 Jul	8 Aug	9 Sep	10 Oct	11 Nov	12 Dec	13 Jan	14 Feb
Task 1														
Task 2														
Task 3														

Task 4														
Task 5														
Task 6 Submission of draft report														
Task 7 Submission of final draft with the incorporation of edits from advisory council. This includes preparation of all presentation/webinar materials.														

Project Milestones and Payment

The following schedule identifies target dates for completions of task. If changes to the schedule are necessary, the lead researcher will contact SRF to discuss their impact.

Milestone	Due Date	Payment
Task 1 –		
Task 2 –		
Task 3 -		
Task 4 -		
Task 5 -		
Task 6 –		
Task 7 –		
Travel & Presentation at conference TBD		
TOTAL		