



2021

ANNUAL REPORT



Education. Community. Knowledge.

Table of Contents

SRF Vision	Page 2
Sign Research Foundation 2021 Strategic Plan	Pages 3 - 4
2021 Research Update	Page 4
2021 Revenue	Page 5

SRF's Vision:

Everyone involved in the manufacture, design, use, or regulation of sign products and services will have timely access to relevant research and education, thereby creating the knowledge necessary to develop effective sign strategies and systems.

Education

SRF's research helps urban planners, city officials, and downtown managers better understand how to specify, implement, and regulate signage projects and systems. SRF research and education is used to onboard sign company employees, show customers how signs contribute to increased profits, and encourage code officials to enact reasonable regulations and ordinances.



Community

SRF is an essential partner to people who regulate, use and specify sign systems. Its research has been referenced by urban planners, downtown BIDs, architects, designers, and city officials. The ISA grassroots advocacy team uses SRF research regularly to persuade city councils and code officials to adopt well-crafted sign codes.

Knowledge

SRF's extensive database of multidisciplinary, innovative research provides the most comprehensive collection of data and studies on the technology, regulation, and best practices of the sign industry.



Sign Research Foundation 2021 Strategic Plan

Core Mission:

Communities around the world are safer, more navigable, and are thriving as a result of SRF's evidence-based sign research and education.

Core Values:

- Collaborative: Using an interdisciplinary team approach for research and education
- Integrity: The willingness to do the right thing even when difficult or unpopular and to hold the organization and its leadership to the highest ethical standards
- Impartiality: Using data and evidence for decision making

Long-term Envisioned Future (10+ Years)

The **envisioned future** conveys a concrete yet unrealized vision for the organization. It consists of a **vision** – a clear and compelling catalyst that serves as a focal point for effort and a **vivid description** which is a vibrant and engaging description of what it will be like to achieve the vision.

Vision:

Everyone involved in the manufacture, design, use, or regulation of sign products and services will have timely access to relevant research and education, thereby creating the knowledge necessary to develop effective sign strategies and systems.

Vivid Description of a Desired Future:

The Sign Research Foundation (SRF) is the first stop for anyone seeking relevant, timely, and expert information on signs. The SRF is continuously sought after by the global sign industry and other ancillary professionals for their credible and trusted information and education on sign strategies, systems, and codes. The information is easily accessible and provided in a variety of formats. The Foundation is known to be innovative and forward-thinking; constantly anticipating community needs relating to the safety, appeal, and usage of signs.

The SRF provides the research to support global codes and standards balancing community needs, physical interpretation, and sign industry applications. Stakeholders proactively engage with the Foundation for guidance on effective sign standards and codes and use the organization's training programs for their continuing education. Sign buyers find SRF as an essential resource in measuring the effectiveness of installed signs. Communities view signs as integral to creating vibrant, navigable and thriving spaces for their residents.



Sign Research Foundation 2021 Strategic Plan cont.

Goals (3-5 years)

Research

Goal: To create relevant, timely, evidence-based research on sign strategies and systems.

Education and Engagement

Goal: Utilizing SRF research, SRF offers optimal learning opportunities for all stakeholders, thus creating advocates for effective signage.



Revenue

Goal: Continually grow SRF revenue annually through a variety of sources.

2021 Research Update

New Research Grants

- **Glossary of Signage Terms**
- **Content Neutrality and Reed Update**
- **Sign Lighting Research & Recommendations**
- **A Planning Guide for Park and Trail Signs**

SRF published two new studies in 2021

- **[Business Signage & Streetscape Design](#)**: This report explored the use of eye tracking software to examine the conspicuity of business signage within a Main Street setting. It examined how street furniture, traffic, flowers & foliage, and other items affected the visibility of on-premise signage.
- **Smart Signs, Smart Cities: [Full Report](#) and [Executive Summary](#)** published. and hosted a webinar educating 60 professionals.



Top 5 Most Purchased Reports in 2021:

1. [Smart Signage and Smart Cities: Regulating New Tech](#)
2. [Best Practices in Regulating Temporary Signs](#)
3. [Economic Value of On-Premise Signage \(University of Cincinnati, 2012\)](#)
4. [Urban Wayfinding Planning and Implementation Manual \(2020 Edition\)](#)
5. [Retail Signage: Practices to Increase Return on Investment](#)

2021 Revenue

