



2022

ANNUAL REPORT



Education. Community. Knowledge.

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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 2022 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.

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.



2022 Research Update

Glossary of Signage Terms:

- **Scope:** SRF has created a glossary that captures commonly used, essential industry terms.
- **Status:** Our most popular publication to date, the Glossary has formed the basis of several new sign fundamentals courses within the ISA online learning system. This project sparked a new “research-to-learning” pipeline between SRF and ISA (International Sign Association).

Content Neutrality and Reed Update:

- **Scope:** Over three years since the US Supreme Court issued its landmark Reed v Town of Gilbert decision, the ramifications of the case are still being felt and debated in communities across the country today. What does the case mean for the on-premise vs off-premise sign distinction? How can the government regulate commercial speech as compared to political or ideological speech? Either question may have a dramatic impact on the way that the sign industry is regulated and conducts business. This paper will document any use cases that clarify how to regulate after Reed and providing annual updates on status of Reed including commercial and non-commercial speech and on and off-premise clarifications.
- **Status:** This important report has been shared with thousands of city planners and sign code officials. An SRF webinar engaged 85 planners in a deep dive on sign regulations and content neutrality.

Sign Lighting Research & Recommendations:

- **Scope:** The recommendations for sign luminance contained in IES/ANSI Recommended Practice RP-39-19 are arbitrary, unreasonable, and/or not consistent with common practices and applicable research. This paper will be an estimated 6000-word document including citations and references that will lean on field measurements of modern signs, RP-39-19 and its references, and IES documents or their domestic references and regional sign regulations already in place. It seeks to supply alternative, data-driven guidelines for digital and internally illuminated signage.
- **Status:** This report is slated for completion and publication in 2023.

The Trail Sign Manual - A Planning Guide for Park and Trail Signs:

- **Scope:** The largest trend in civic wayfinding over the last ten years has been the growth of multi-jurisdictional park and trail infrastructure. Over 50% of all multi-modal investment has been made in this one area and the federal government is expected to spend over three billion dollars on trail architecture as part of new infrastructure spending. The goal of the manual is to place sign and streetscape infrastructure as central to the planning of trails and park systems.
- **Status:** This report is slated for completion in 2023. A three-webinar series will cover the history, planning, and design of park and trail signs.

A Case for Historic and Vintage Sign Preservation:

- **Scope:** Saving and preserving historic and vintage signs is important to creative placemaking, economic vitality, and reflecting the neighborhood or community. This paper seeks to use examples of successful historic sign preservation using stakeholder involvement.
- **Status:** This beautiful publication has been cited by the American Planning Association and SRF engaged 50 city planners in an interactive webinar and discussion of historic sign preservation.

2022 Research Update cont.

Projects under review for 2023 – 2024 funding

1. Basics and Best Practices in Sign Permitting
2. Sign Conspicuity and Legibility
3. Consumer Perceptions of Signage
4. Economic Value of Signage Annual Case Studies
5. Neighborhood-Friendly Digital Displays – Standards and Best Practices
6. The Economic Impact of Sign Codes
7. Digital Signage and Traffic Impact Study, Part 2
8. Signage and Safety in a GPS World
9. Wayfinding & Accessibility Case Studies
10. How to Effectively Position your Brand Through a Variety of Signage Applications

Top 5 Most Purchased Reports in 2022:

1. [Glossary of Signage Terms](#)
2. [Arts & Science of Sign Design](#)
3. [Model Sign Code \(2019 Edition\)](#)
4. [A Legal and Technical Exploration of On-Premise Sign Regulation- An Evidence Based Sign Code](#)
5. [Best Practices in Regulating Temporary Signs](#)

2022 Education & Engagement Update

SRF has taken over management of ISA education, which promises exciting opportunities for collaboration in the future.

Education & Training Outcomes: ISA and SRF offered many paths to learning in 2022.

Program	# People
ISA Online Learning	1745
ISA and SRF Expo Sessions	753
ISA Live Webinars	1263
ISA Publications	396
SRF Webinars & Recordings	298
ISA Recorded Sessions	264
SRF Research Sales	185
Total Impact	4904

An exciting project is the evolution of the SRF Sign Glossary into a series of online learning courses, which will launch in 2023.

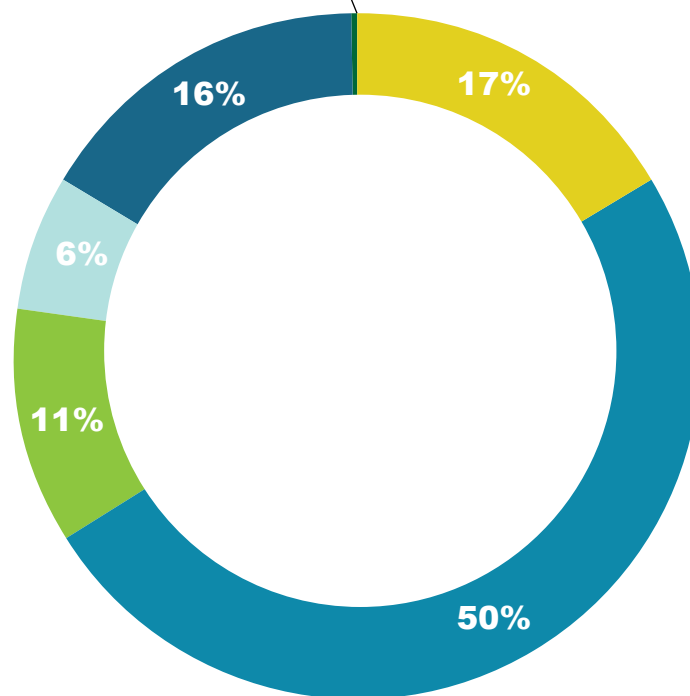
2022 Revenue Update

In 2022 SRF attained \$137,872.68 in revenue from nine sources, including 134 donors. We continue to work towards programs that will generate revenue outside of donor contributions. An exploration of licensing fees, “train the trainer” workshops, and ISA Sign Expo opportunities may provide additional non-donor revenue in 2023.

Revenue Breakdown

Revenue Source	Amount (As of 12/31/2022)
ISA Contribution	\$22,917.00
Corporate Donations	\$68,395.42
SRF Expo, Webinar, and Research Sales	\$15,450.12
Individual Donations	\$8,835.02
Associations/Non-Profits	\$22,221.25
Misc. Revenue	\$53.87
Sponsorship	\$0.00
Total	\$137,872.68

Misc. Revenue (0.04%)



● ISA Contribution

● Individual Donations

● Corporate Donations

● Associations/Non-Profits

● SRF Expo, Webinar, and Research Sales

● Misc. Revenue