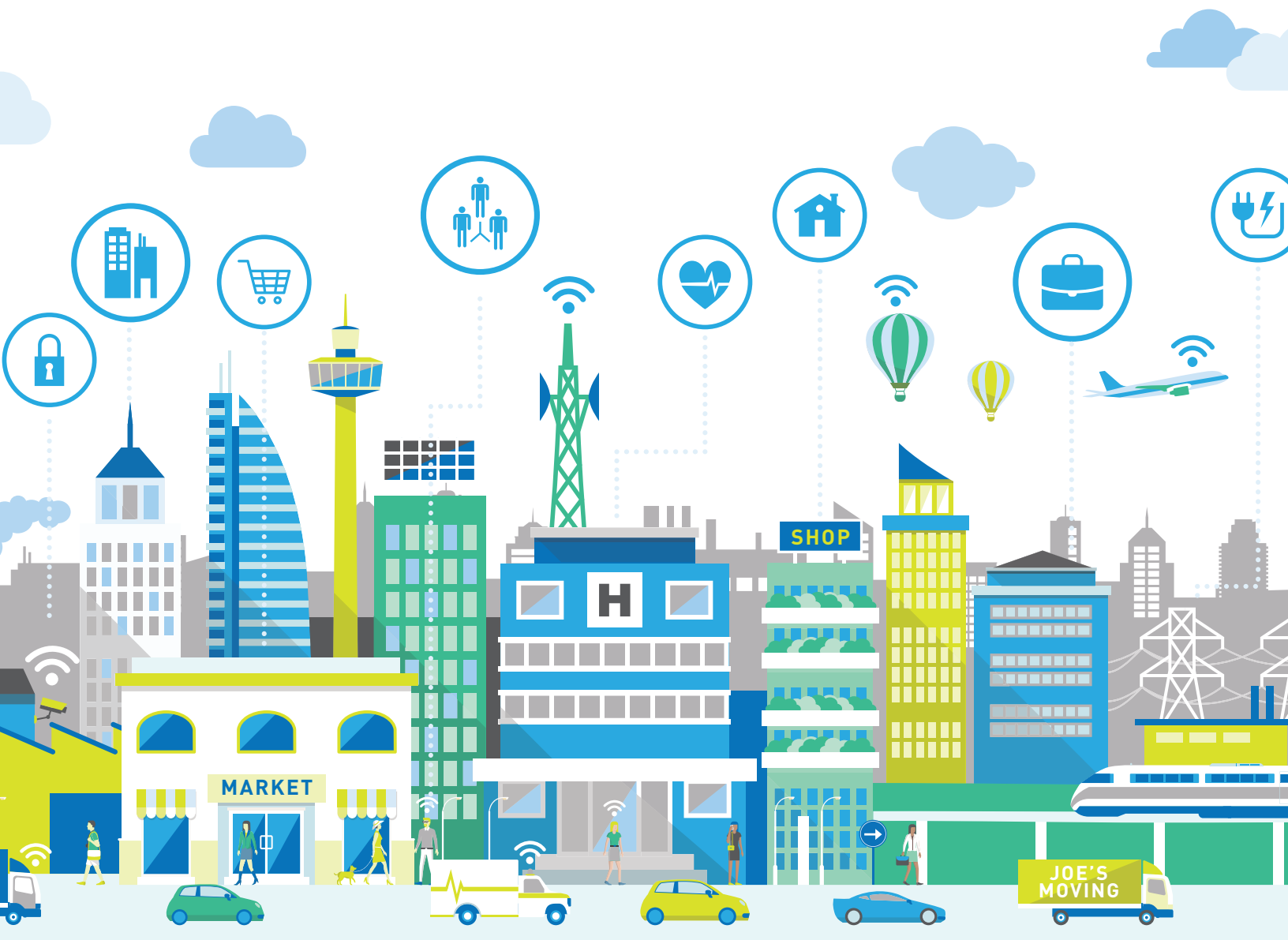




Developing thriving, safe and vibrant communities
THROUGH SIGN RESEARCH AND EDUCATION.





Research



Education



Scholarship



The Sign Research Foundation (SRF) creates more navigable cities, thriving businesses and strong urban identities by supplying academic research on vibrant and effective sign strategies, systems and codes.

“I believe that the majority of SRF research provides information that people can put to immediate use. Thus, I would rate the Texas A&M traffic-safety study as the best presentation ever.”

NSREC ATTENDEE

SRF Academic Conference

“I found your Temporary Sign research to be very helpful in distinguishing what should and should not be in the sign code for the city I work for. Due to this information, I was able to get the result desired by the city without the potential challenges.”

BRETT ANGELL

City of Andover, MN



EMPOWERING COMMUNITIES

Dear SRF Supporter:

Communities develop because people with common interests come together to share ideas and information. We are so proud that the SRF's research and education, developed in partnership with academic institutions, is an important part of the success and vibrancy of communities around the world, most particularly in North America.

In 2016, we saw a year of both honoring traditions and setting new directions. Just as every community evolves, we realized SRF needed to evolve, too.

This evolution took us to a new name, Sign Research Foundation, that better describes the work we do; a new brand that creates a visualization of the vibrancy of signage and visual communications; and a new website that reflects the essence of the sign systems that we study. We believe signs should be beautiful, legible and essential. . .we wanted our brand to have those same qualities.

As you read through this report, you'll see how SRF, working with supporters like you, has:

Proven that signs are necessary for vibrant communities through four new research reports.

Educated thousands of planners and local officials through localized sign workshops.

Created succinct four-page summaries of the 12 most important SRF academic reports.

Incorporated sign education and research into over 18 Tier 1 universities.

Deepened relationships with key organizations such as the International Sign Association, American Planning Association, International Downtown Association, Academic Advisory Council for Signage Research and Education, and more.

The Foundation couldn't be in a stronger position, and on behalf of SRF's Board of Trustees, we extend our deepest appreciation. Thank you!

Sincerely,



JOHN YARGER
Chairman of the Board



SAPNA BUDEV
Executive Director

“Being able to go argue a sign code with SRF research was invaluable. It shows that colleges have researched these issues and other communities have put them into practice. We had facts, and people listen when you can put a stack of evidence in front of them.”

MIKE BURNETT
Sign Media

TIME FOR CHANGE

NEW NAME. NEW LOGO. NEW WEBSITE.



is now...



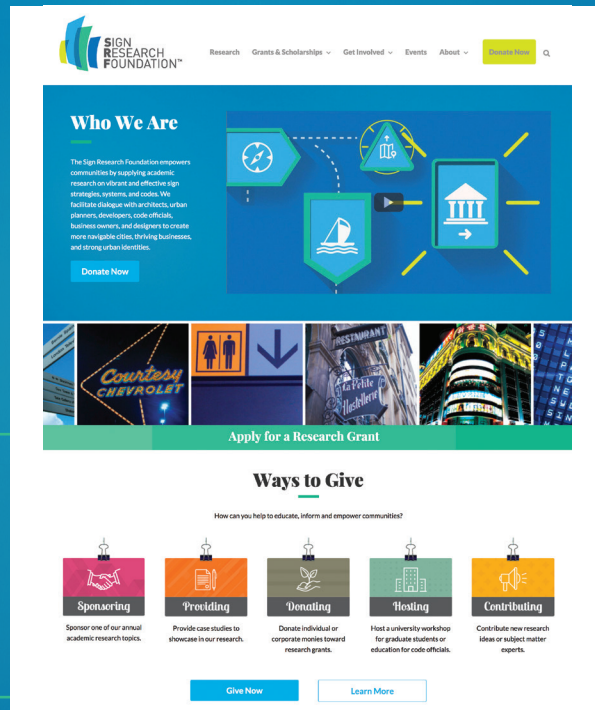
The best sign systems should be beautiful, essential, legible and navigable. We launched a new Sign Research Foundation brand, logo and website to encapsulate these important attributes. SRF's new look, with a rich cache of updated content, cements its reputation as the leading resource for research related to the sign, graphics and visual communications industry. In 2016, SRF released new reports for the retail sector (on wayfinding and signage ROI), for urban planners (on sign codes and temporary signage regulations), and for designers and sign companies (on trends in digital print technologies). We also consolidated 12 of the most requested academic research reports into visually compelling executive summaries, which were distributed to thousands of code officials and urban planners.

Check out the new SRF website: SignResearch.org

SRF's new site was developed to be the ultimate sign and sign-related research resource. Of particular note is the newly expanded and enhanced Research Library. This library contains full academic, peer-reviewed research studies and reports, as well as executive summaries of key research.

TOPICS INCLUDE:

- Best practices
- Design
- Illumination
- Legal
- Placemaking
- Safety
- Sign Codes
- Value of Signage
- Wayfinding



SUPPORTING SIGN RESEARCH & EDUCATION NEEDS YOUR SUPPORT

TOP THREE REASONS TO MAKE A SIGNIFICANT DONATION TO THE FOUNDATION THIS YEAR:

- 1 Communities are thriving because they have sign codes that support better navigation, strong local businesses and useful wayfinding. SRF will allocate nearly \$100,000 to fund unbiased, university-based research on effective sign strategies and systems.
- 2 Effective sign codes and regulations that help businesses grow are created by educated planners and urban developers. SRF allocates significant financial resources to education and is changing the mindset of top planners and developers — over 3,000 in 2016 alone!
- 3 Graduate students need to better understand the impact of signs within their field of study — whether it be architecture, design or urban planning. We provide 50 scholarships every year, proactively educating students on the importance of signage.

2016 FINANCES

REVENUE:
\$337,970

EXPENSES:
\$253,082

92% OF
EVERY DOLLAR

donated goes directly to
research and education!

Be an active partner in helping SRF empower communities through sign research and education. There are many ways to give:

CORPORATE DONATIONS — Help to double or triple your donation, ask your employer if they will match your gift or consider being the one to make a match.

MATCHING GRANT DONATIONS — Sponsor a matching grant and drive others to give or even increase their giving, knowing their donation will make a greater impact.

MONTHLY DONATIONS — Give SRF a solid baseline income for funding research and hosting events.

IN-MEMORIA DONATIONS — Honor a loved one or industry leader with a gift that will span generations.

PLANNED GIVING DONATIONS — Remember SRF in your will or as beneficiary of investments/insurance.

DONATE

Help SRF empower communities,
donate today at givetoSRF.org.

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Sign Research Foundation



Duane Laska



Mike Kesti



Wade Swormstedt

Thank You!

SRF would like to thank **Duane Laska**, President of North Shore Signs; **Mike Kesti, Ph.D.**, Technical Director, 3M; and **Wade Swormstedt**, Executive Director of FASI, for their years of dedicated service to The Signage Foundation. We are grateful for all they have done as past trustees to build a foundation for success and growth.

FORGING STRONG PARTNERSHIPS

Workshops with hundreds of planners. Co-sponsored research. Scholarships for emerging professionals. These are just some of the positive outcomes of partnering with organizations who represent planners, architects, designers, sign companies, developers and academics.

SRF, in collaboration with organizations such as the ones below, is making a measurable impact on the perception of how sign codes affect small businesses and the vitality of local communities.

The following are some key partners SRF is working with to advance the on-premise sign industry.



ACADEMIC ADVISORY COUNCIL FOR SIGNAGE RESEARCH & EDUCATION (AACSRE)



THE AMERICAN INSTITUTE OF ARCHITECTS

AMERICAN INSTITUTE OF ARCHITECTS (AIA)



ASSOCIATION FOR RETAIL ENVIRONMENTS (ARE)



INTERNATIONAL DOWNTOWN ASSOCIATION (IDA)



INTERNATIONAL SIGN ASSOCIATION

INTERNATIONAL SIGN ASSOCIATION (ISA) AND ITS AFFILIATED ASSOCIATIONS



SOCIETY FOR EXPERIENTIAL GRAPHIC DESIGN (SEGD)

“As a Sr. Project Inspector at one of the busiest single runway airports in America, I recently completed over \$1 million worth of projects at the airport using information learned from SRF. This includes wayfinding, storefront, architectural, ADA, art displays...and the list goes on.”

VINCENT MONTEZ
San Diego International Airport

“ROI of Retail Signage has great information — everyone needs to read this. Too many small retail shops see signage as an expense, not an investment in the success of their business.”

KENNETH SODAY
Stellar Sign and Design

“[The *Reed v. Town of Gilbert* webinar] provided valuable insights into the changing landscape of sign regulation and good, practical information on sign codes and sign enforcement.”

MIKE HAYNES
City of Missoula, MT

RESEARCH

Research is at the heart of the mission of the Sign Research Foundation. SRF has forged relationships with **top-tier universities and credentialed professors who understand the importance signage plays in the vibrancy of communities.** These partnerships have resulted in peer-reviewed research that is being used every day to educate planners, urban developers, business owners and sign companies. In addition, the International Sign Association uses **SRF research consistently in its work to ensure reasonable sign codes and regulations.**

IT WAS AN IMPRESSIVE 2016 WITH THE DEVELOPMENT OF:



12 Executive Summaries of Key Research



4 Academic Research Reports



2 Resources for *Reed v. Town of Gilbert* U.S. Supreme Court decision

PROVING THE IMPORTANCE OF SIGNAGE THROUGH RESEARCH

54%

OF AMERICAN CONSUMERS
failed to find a business because the sign was too small or unclear.

~ Consumer Perceptions of Signage

60%

OF BUSINESSES
reported average sales increases of 10% or more by adding or updating their signs.

~ Economic Value of Signage

82%

OF CODE OFFICIALS
struggle with enforcement of temporary sign regulations.

~ Temporary Sign Best Practices



Signs contribute to a retail layout and location's value, increasing ROI based on sales in dollars per square foot.

~ Retail Signage ROI



Sign regulations that contain content-based exemptions have not fared well under *Reed*.

~ The State of Sign Codes after *Reed v. Town of Gilbert*



Wayfinding sign excellence is often seen in the close correlation between how the macro (fixed) and micro (point-of-purchase) levels of signs are managed.

~ Retail Wayfinding Best Practices



Advances in digital graphics have brought in new players, including packaging companies, display companies and exhibition firms.

~ Digital Print Trends & Technologies



Wayfinding systems strengthen the urban brand by improving the legibility, navigation, understanding and accessibility of the environment.

~ Urban Wayfinding Planning and Implementation Manual

LOOKING AHEAD

UPCOMING RESEARCH IN 2017–2018

✓ ENERGY USAGE AND ENERGY EFFICIENCY ANALYSIS OF MODEL ILLUMINATED SIGNS

Lighting scientists at Rensselaer Polytechnic Institute (RPI) are developing metrics to characterize the **visual effectiveness and energy efficiency** of illuminated, backlit signs.

✓ ILLUMINATED SIGN CONSPICUITY

The Lighting Research Center (LRC) at RPI is investigating factors impacting the **conspicuity of illuminated signs and the legibility of visual information** displayed on such signs. The LRC will provide tools and guidelines that can be used by community planners and code officials to specify and verify the performance of signs designed to be readily seen and interpreted by the public.

✓ REVISED MODEL SIGN CODE

Work has begun on an updated **Model Sign Code** by Alan Weinstein and David Hartt, with a completion date of June 2017. The methodology has been expanded to include **new research on EMC brightness levels and updated language regarding temporary signs**.

✓ SIGN CODE DEVELOPMENT PROCESSES AND PRACTICES

Drs. Dawn Jourdan and Eric Strauss will investigate the way in which the planning process is crafted to derive rules regulating signs, including who is invited to participate in the **development of sign code regulations**. The research team will interview city planners across the U.S. to learn about their experiences, both positive and negative, in the development of sign regulations.

✓ STREETScape DESIGN, FORM-BASED CODES AND ON-PREMISE SIGNAGE

Dr. Pat Crawford and her team at Michigan State University seek **to find the balance between streetscape elements and on-premise sign visibility**. Findings will be translated to inform placemaking design standards in sign code developments.

✓ WAYFINDING MANAGEMENT: MODELS AND METHODS IN HEALTHCARE ENVIRONMENTS

This report investigates the people, processes and tools that some of the leading large **medical facilities have put into place to manage their wayfinding systems**, from static signage to interactive kiosks. These case studies will provide the basis for best practices and checklists that wayfinding managers may employ as they establish or improve their own wayfinding systems and operations.

✓ DIGITAL WAYFINDING TRENDS: A HEURISTIC EVALUATION OF MUSEUMS, HEALTHCARE AND TRANSPORTATION

This research study by Leslie Wolke of MapWell Studio will consist of three in-depth case studies researching: (1) the path from idea to implementation, (2) how digital wayfinding interacts with physical signage systems, (3) the **perceived usability and user experience of the digital tools** along with any usage data/patterns the owner is able to share and (4) overall heuristic evaluation of the digital components and future plans. A concluding section will distill the **research into current and future trends in digital wayfinding**.

EVENTS



THE FUTURE OF SIGNAGE WEDNESDAY, APRIL 19, 2017 | LAS VEGAS, NEVADA

How will cities transform in the near future? How will changes in transportation and infrastructure affect how people navigate cities and towns? How must signage adapt to function optimally in this future city?

The National Sign Research & Education Conference (NSREC) brings top-tier academics, graduate students and professionals in urban planning, architecture, engineering, law, lighting science, marketing and design together to delve into the science of sign design, conspicuity and placement.

For the first time, co-located with ISA International Sign Expo, NSREC attendees will be able to experience both conferences in one spectacular week. Delivered in a provocative “Ted-Talk” style, this annual event cannot be missed.

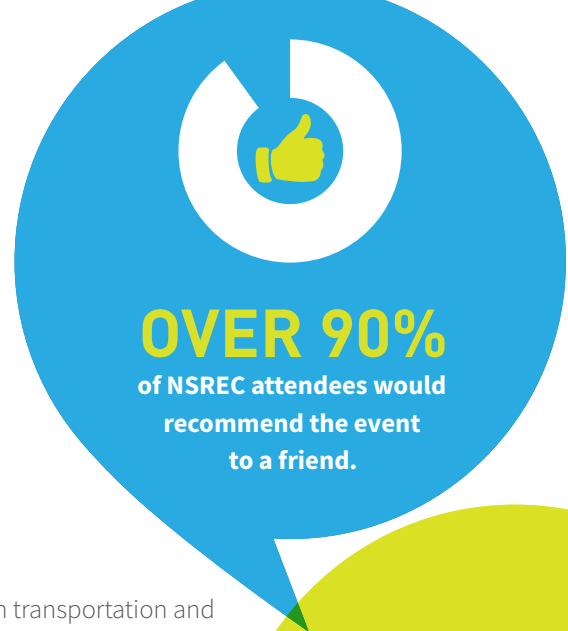


REGISTER TODAY AT WWW.NSREC.ORG

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE UNIVERSITY SIGNAGE WORKSHOP OCTOBER 6, 2017 | LANSING, MICHIGAN

SRF will introduce graduate students at the School of Planning, Design and Construction to the intrinsic value of signage within their area of study. These students will carry their positive perceptions of signage into their professions, changing the “afterthought syndrome” that is the current norm.



OVER 90%
of NSREC attendees would
recommend the event
to a friend.



“I had to let you know. SRF’s University of Cincinnati EMC Economic Benefit Study was EXACTLY what we needed — its focus on sales and sign codes was vital to our success. I’ve added it to the other SRF research I have on my desktop. I have to keep them handy since I use them regularly in our work with clients and city officials!”

ANGELA BAILEY
Daktronics



THANK YOU



2016 Matching Grant Sponsors and Donors

SRF RAISED \$50,000 IN 2016 THROUGH OUR MATCH MONTH
SPECIAL THANKS TO



SIGN RESEARCH FOUNDATION DONORS:

SRF would like to thank the following companies and individuals for their generous support.

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