

A Study of Lateral Sign Placement

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ABRIDGMENT

•SAFETY standards have been established that require the edge of signs to be a minimum of 30 ft from the edge of the traveled way. A study was conducted to evaluate the effect on legibility of sign messages at a lateral distance greater than that of the existing standards.

Expressway driving on an available facility was simulated during the hours of darkness. Signs were placed at the existing standard offset distance and at two distances greater than the standard. Four sign sizes were used at the various locations. The data obtained were evaluated on a percentile basis and compared with computed legibility distance and by location and size.

Results indicate that a larger legend size is necessary if offset distance is increased. A recommendation is made to increase the legend size in relationship to the offset distance when sign-standard drawings are revised.