



Coordinated sign systems at both pedestrian and vehicular scales contribute to a sense of community and provide identity, orientation, information, and local regulations..

Signage

An integrated, coordinated signage system at both pedestrian and vehicular scales will contribute to the overall image of the community, bringing clear directions and information to pedestrians and drivers alike. These design guidelines outline the following elements of a successful signage system: Programming Messages, Materials, Type Faces, and Hierarchy of Sign Types.

- **Programming Messages:** Use light text on dark backgrounds for readability and for reflective text on roadway signage. At a maximum, six messages can be comprehended by drivers in a moving vehicle while pedestrian signs can accommodate more messages, since users can linger and read. In both cases, destinations should be listed in the order that they will be encountered.
- **Materials:** Coordinate color and material selection to complement the overall development.
- **Type Faces:** Type faces should be consistent throughout the development and selected based on readability and style.



Well-designed signs that also comply with city design standards enhance community identity.



Signage should incorporate materials that are complimentary to their surroundings.



A system of vehicular and pedestrian signage should reinforce the overall theme of the architecture and streetscape.

Signage

- Hierarchy of Sign Types:** Signs within a sign hierarchy system should be unobtrusive in size and color and should complement the character of the architecture. This hierarchy of elements is to be developed as part of an overall sequence. Signs of similar hierarchical rank should be consistent and uniform and appropriate in size to their purpose. The sequence should begin upon entering the development and follows with drop-off and parking locations, and then on to specific building, office, or tourist

destinations. Where possible, signage should be presented in groupings in order to minimize individual free standing or pole signs. It is important to provide information in small amounts and with brevity, the fewest possible words, and a clear message. For a more in-depth explanation of signage regulations within the City of Chesapeake, see section 14-700 of the Zoning Ordinance.