The text used on all signage should be clear and concise, with lettering that stands out from the background colors.

A city-wide system of signs and site furnishings contributes to the community sense of identity.

Well designed, user friendly signs become familiar identifiers and markers, such as this stop on a local public transportation network.

Signage can promote tourism and community pride with information about the city's cultural heritage and historic sites.

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.

Signs unobtrusive in size and color still have their own unique style. A good signage system contributes to the identity of place.

The relationship between signs and the streets and sidewalks is an important one. The location, size, and design of signs should be coordinated with the streetscape character.

Well-designed maps direct visitors to important cultural, historical, and tourist destinations throughout the city.

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.