



Figure 4.65 Photograph of serpentine brick wall.

Signage

The design of signs is a specialty within itself, though many types of off-the-shelf signs are available commercially. For common signs such as those identifying designated handicapped parking or restroom facilities, it may be best to rely on types of signs that are familiar and in common use. The key element of signs is readability at an effective reading distance (see Table 4.17). To determine readability, it is necessary to understand the purpose of the sign. Signs that provide direction or that are meant to draw a person's attention from a distance require larger lettering than signs describing a display or vista that is immediately before the viewer. In many communities, sign and lettering sizes are regulated in the zoning ordinances. In designing and locating signs, it is important to remember that the farther away the desired effective reading dis-