



INTERNATIONAL SIGN ASSOCIATION

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**Department of Transportation
Federal Highway Administration
FHWA-2020-0001
RIN 2125-AF85**

May 14, 2021

Dear MUTCD Team,

Thank you for the opportunity to comment on the 2021 Manual on Uniform Traffic Control Devices.

On behalf of the International Sign Association, I would like to submit our organizations' comments on the draft MUTCD. The International Sign Association (ISA) is a 2000-member trade association, the members of which are manufacturers, users and suppliers of on-premises signs and other visual communications products from the 50 United States and 60 countries around the world. On behalf of our member companies, ISA supports, promotes and improves the visual communications industry, which sustains the nation's retail, distribution, service and manufacturing industries.


Separately, ISA has submitted extensive comments addressing concerns in Sections 2J.03 and 2L.01. Today, ISA is commenting on Section 2D.55 Community Wayfinding Signs.

We have joined with industry colleagues who design, implement, and fabricate community wayfinding sign systems to discuss this proposed MUTCD language. And we have worked with this "Community Wayfinding Professional Group" to propose amended language to eleven (11) provisions within 2D.55 as well as four (4) additions to improve the clarity and intent of Section 2D.55.

Submitted alongside this cover letter, I have attached a seven (7) page document that summarizes the amendments and changes that ISA and the Community Wayfinding Professional Group believe should be incorporated into the final version of the 2021 MUTCD that is published and released by the Federal Highway Administration.

Sincerely,

Lori Anderson
President & CEO



May 13, 2021

Subject: Department of Transportation, Federal Highway Administration
Docket number FHWA–2020–0001

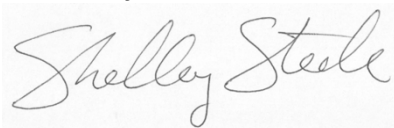
2021 MUTCD Section 2D.55 Community Wayfinding Signs
Public Comment Submission

To whom it may concern, thank you for the opportunity to provide feedback on the 2021 MUTCD Section 2D.55 (formerly Section 2D.50).

Corbin Design has been in business for more than 44 years and has provided community wayfinding and signage design services for 30 of those years. During this time we have developed community wayfinding plans for more than 100 cities across North America. These projects have ranged from small villages to large regional programs that involved building a consensus and gaining approval from multiple Department of Transportations and governing officials.

Our goal for this effort is to share our experiences and provide feedback in order to improve this MUTCD section for all of the parties involved. Our firm supports the proposed changes that are recommended in this document.

Sincerely,



Shelley Steele, President



Jeff Frank, Lead Designer

GARVEY & ASSOCIATES

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May 11, 2021

To whom it may concern,

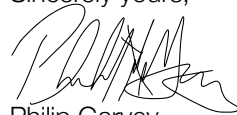
I am writing this letter in support of The Community Wayfinding Professional Group's comments on the proposed amendments to Section 2D.50 Community Wayfinding.

In the early 2000's, as a Council Member of the National Committee on Uniform Traffic Control Devices (through the Human Factors Resource sponsor organization) and a member of the National Committee's Guide/Motorist Information Signs Technical Committee, I led the working group that conducted the initial research and undertook the draft writing of this section. Much has changed in the field since that time, some of which is reflected in the proposed amendments submitted for inclusion in the 11th edition of the MUTCD, some of which is not.

As of the NPA's publication, I have been working with the members of The Community Wayfinding Professional Group to ensure that the Community Wayfinding section of the MUTCD's 11th edition represents the true nature of the current state of practice in this specialized field of guide/information traffic signage.

Thank you for listening.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Philip Garvey', written over a horizontal line.

Philip Garvey

May 13, 2021

Subject: 2021 MUTCD / Section 2D.55 Community Wayfinding (previously Section 2D.50)
Agency: Department of Transportation / Federal Highway Administration
Docket Number: FHWA-2020-0001
Regulatory Id No: RIN 2125-AF85

Dear MUTCD 2021 Review Committee,

It was my pleasure to participate in the **Community Wayfinding Professional Group** and contribute to the group comments in our response to the proposed language changes to the **2021 MUTCD Section 2D.55 Community Wayfinding** during this **Public Comment Period**.

I am the owner of Tangram Design, a professional design firm that specializes in the design and implementation of Branded Wayfinding Signage programs. In our twenty five years of professional design practice we have designed and implemented many Community Wayfinding Signage programs through out the county. Our projects vary in sizes, ranging from small rural main street projects to larger regional wayfinding programs that span across multiple jurisdictions.

In all of our projects, no matter how big or how small, the **Community Wayfinding Section in the MUTCD (Section 2D.50)** has served as a base guide for all of our projects. The inclusion of this section into the MUTCD, back in 2009, has given engineers, city planners and designers a valuable resource in the planning, designing and implementation of community wayfinding programs.

After many years of working on a variety of different community wayfinding signage programs, we have found that Section 2D.50 Community Wayfinding in the MUTCD needed to be updated, not to be more restrictive, but to be more flexible to meet the real world environments we encounter through out the country. In developing successful wayfinding programs for the varied level of clients we have served, we have found that there is no one size fits all methodology in implementing community wayfinding signage programs.

I support the comments submitted by the **Community Wayfinding Professional Group**. I believe our collective response to the recommendations in the 2021 MUTCD will help make the **2021 MUTCD Section 2D.55 Community Wayfinding** a better resource for local traffic engineers, regional DOT reviewers and designers, in the designing and implementation of future Community Wayfinding Signage programs.

I hope the **MUTCD Review Committee** finds the value in the collective experience and knowledge of the **Community Wayfinding Professional Group** to continue working with us to discuss our attached collective comments.



George Lim | Owner



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HUNT DESIGN

May 14, 2021

Dear MUTCD Team

We appreciate the opportunity to play a role in the Community Wayfinding Professional Group commenting on the 2021 MUTCD Section 2D.55 (formerly 2D.50). For over forty years Hunt Design has programmed, designed and supervised state-of-the-art signage projects for both civic and recreation clients, including over forty city directional sign and/or gateway projects in several states. We help cities and towns of all sizes welcome and direct visitors and express identity through creative signage and graphics, including cities around the US.

Hunt Design is a California S Corporation owned and operated equally by two partners and has been in continuous operation since 1977. Wayfinding and environmental graphics are our specialties. The needs of American cities parallel those of many of our clients: plan, design, document and help implement a brand-driven wayfinding program, all with the input and participation of the city, key stakeholders and the public. And, all within the environmental, architectural and cultural context of the city at hand.

Hunt Design works frequently with and for city governments, and we are familiar with the sometimes daunting stakeholder, public review and council approval processes. Excellent civic design and implementation requires a unique kind of consensus building and communication. All of our many city sign projects have been processed, guided and ultimately approved by such groups. Most importantly, we've always had a deep respect for the MUTCD Guidelines and have had our fair share of great conversations with cities as they attempt to navigate the complicated public process with city managers, staff, engineers and the general public. As an expert in our field, it is our job to help these cities communicate effectively and follow the spirit of the MUTCD Guidelines.

Our intent is to play a role in this ongoing discussion that relates not only to traffic control, but also to the development of unique city brands. Differentiating one city from the next with distinctive signage not only benefits your city client, but it helps regional drivers differentiate the boundaries of one city to the next. We believe a few minor adjustments to the current MUTCD Community Wayfinding Section will positively impact brand-driven signage design, readability for drivers, and will ultimately better the urban environment for residents and visitors. We enthusiastically support the Community Wayfinding Professional Group's recommendations as submitted.

Thank you for your consideration,

Jennifer Bressler, Principal

KRD DESIGN

MAY 14, 2021

Dear MUTCD Team,

We appreciate the opportunity to play a role in the Community Wayfinding Professional Group commenting on the 2021 MUTCD Section 2D.55 (formerly 2D.50). KRD Design is a technical design consultancy that works with creative professionals in the wayfinding and environmental graphics industry.

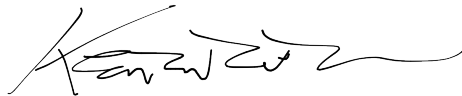
With over 20 years experience in nearly every aspect of the design and manufacturing process, we have consistently proven to be the go-to resource capable of delivering the highest quality installations in some of the most complex environments.

KRD Design specializes in developing comprehensive design drawings and high-level detailing that clearly translates design concept and vision to those that make it a reality. We are passionate about defining and preserving the design intent throughout the process in order to deliver the highest level of end-product that achieves the project's creative vision.

We frequently work with several members of the Community Wayfinding Professional Group as an independent technical consultant on community wayfinding projects; developing design concepts, writing technical specifications and reviewing code issues for proper adherence and testifying when necessary for variance hearings as a signage expert.

As a member of SEG D (Society for Experiential Graphic Design), ISA (International Sign Association) and SRF (Sign Research Foundation) Board of Trustees, our intent in participating in these MUTCD comments is to increase the levels of communication and more importantly, understanding between all parties to ensure higher levels of success on future community wayfinding projects. We greatly support the recommendations of the Community Wayfinding Signage Professional Group as submitted.

Sincerely,

A handwritten signature in black ink, appearing to read 'Keith R. Davis', with a stylized, flowing script.

Keith R. Davis
KRD Design

Agency: Department of Transportation / Federal Highway Administration

Docket Number: FHWA-2020-0001
Regulatory Id. No.: RIN 2125-AF85

Topic: 2021 MUTCD / Section 2D.55 Community Wayfinding (previously Section 2D.50)

Date: May 12, 2021

Dear MUTCD 2021 Review Committee,

I appreciate the opportunity to comment on MUTCD Section 2D.55 Community Wayfinding (formerly 2D.50).

As a professional who works with cities on a daily basis, I wanted the MUTCD Team to know, the inclusion of Section 2D.50 in the 2009 MUTCD, has been a great success for American cities of all sizes and aspirations. It has provided an excellent baseline of information for Engineers, City Planners and Designers to work together to design effective guide signs that help visitors find their way and allow cities to express their unique identity.

For more than 25 years, I have worked with over 100 cities, along with Municipal, County and State transportation engineers to interpret, design, review and approve Community Wayfinding sign programs based on the MUTCD standards. Now, that the Community Wayfinding section have been in use for more than 10 years, we have a number of lessons learned and gained a better understanding of the criteria that has been successful and which requirements provide challenges in real-world situations.

Over the past several months, I have been working with the Community Wayfinding Professional Group to develop the attached comments and recommendations related to 2D.50 (now 2D.55). My observations and contributions to this document are based on specific experience designing, planning and implementing Community Wayfinding Signs for cities of all sizes and complexities, from regional partnerships, to large urban downtowns and small Main Street communities.

Our intent as a group, is to provide reasonable comments and information that may improve the Section in a way that will assist local municipalities, engineers and designers implement effective Community Wayfinding programs, based on MUTCD guidance, engineering standards, as well as the realities of the environment in which these programs are installed.

I fully support the recommendations outlined in the attached Community Wayfinding Professional Group letter.

Thank you, and I hope there may be an opportunity to meet with the MUTCD Team to discuss our recommendations, research and experiences.

Sincerely,



John F. Bosio
Principal
jbosio@merjedesign.com



Society for Experiential Graphic Design
A multidisciplinary community creating
experiences that connect people to place

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**Subject: MUTCD 2021 Manual on Uniform Traffic Control Devices, Comment Submission by the
COMMUNITY WAYFINDING PROFESSIONAL GROUP**

May 14th, 2021

Dear MUTCD Team,

On behalf of the Society for Experiential Graphic Design (SEGD), as a partner in the *Community Wayfinding Professional Group*, we would like to thank you for the opportunity to comment on the 2021 Manual on Uniform Traffic Control Devices. At SEG D we believe that standards of excellent for visual communication are essential to the wellbeing and safety for our society at large. Our 2000+ member non-profit global, multidisciplinary professional association - plan, design, and build experiences that connect people to place. We are graphic designers, wayfinding specialists, information designers, industrial designers, fabricators, enginarchitects, and academics.

Our members have designed and built many community wayfinding systems throughout this country. They include expansive county wide systems that connect multiple jurisdictions to small town main street projects. Our SEG D professional members consistently collaborate with local and federal agencies on community wayfinding projects to provide guidance that ensure the clear communication and signage for our cities.

We have worked to collect and collaborate our MUTCD comments from our *Community Wayfinding Professional Group*, to create a common set of criteria for the physical design of Community Wayfinding signs. We believe that in doing so, we can all achieve success and provide a clear path forward for effective, functional and sustainable solutions to all the different applications for MUTCD's work.

We look forward to seeing the outcome's and positive impact of these updates to the MUTCD and encourage any future collaboration with the *Community Wayfinding Professional Group* to provide continued support.

Sincerely,

Cybelle Jones
Cybelle Jones

Chief Executive Officer

Society for Experiential Graphic Design

**Department of Transportation
Federal Highway Administration
FHWA-2020-0001
RIN 2125-AF85**

May 14, 2021

Dear MUTCD Team,

Thank you for the opportunity to comment on the 2021 Manual on Uniform Traffic Control Devices.

I represent the Sign Research Foundation, which serves communities and the greater economy through research on the unique commercial and social value of signs. The Sign Research Foundation is the only research organization advancing the science, technology, design, placement and regulation of signs. We are a proven resource for education, research and philanthropy, our work contributes to more livable cities, thriving businesses, and vibrant and effective sign strategies. We facilitate dialogue with architects, urban planners, developers and other constituencies to build stronger, safer and more successful communities.

On behalf of the Sign Research Foundation, I would like to submit our comments on the MUTCD proposed language concerning 2D.55 Community Wayfinding Signs. We have joined with colleagues who design, implement, and fabricate community wayfinding sign systems to discuss this proposed MUTCD language. And we have worked with this “Community Wayfinding Professional Group” to propose amended language to eleven (11) provisions within 2D.55 as well as four (4) additions to improve the clarity and intent of Section 2D.55.

Submitted alongside this cover letter, I have attached a seven (7) page document that summarizes the amendments and changes that SRF and the Community Wayfinding Professional Group believe should be incorporated into the final version of the 2021 MUTCD that is published and released by the Federal Highway Administration.

Sincerely,

Sapna Budev

Sapna Budev, Executive Director, Sign Research Foundation