



THE ROADSIDE VISIBILITY GUIDE

Five ways to get your organization
seen from the street



How do people notice you from the road?

Start with a simple question: can a first-time visitor spot your organization early enough to turn in? If the answer is no, the problem may be placement, scale, clutter, lighting or a message that asks drivers to read too much.

These five quick checks will help you see your property the way a passing driver does. You may find an easy fix using what you already have - or discover that a better sign or LED display would make the biggest difference.

FIVE WAYS TO GET SEEN FROM THE STREET	
1	Find the real decision point.
2	Make your identity readable at driving distance.
3	Reduce every message to one clear idea.
4	Remove physical and visual obstacles.
5	Use changeable messaging when frequency matters.

Walk the approach as a first-time visitor. The strongest improvement is often the one that makes the next decision easier: notice, identify, turn and arrive.

Where should a roadside sign go?

1**Put the sign before the decision point**

A beautiful sign cannot help if drivers see it after they pass the entrance. The best location gives people enough time to notice the property, understand what they are seeing and make the turn safely.

Try this: Drive past from both directions at the normal speed. Note where the sign first becomes clear, where the turn begins and what blocks the view.

Before choosing a permanent location, check zoning, right-of-way, setbacks, allowed height and intersection sight-line rules. Your best location is the strongest visible position inside the area you are actually allowed to use.



IDENTITY + MESSAGE - A strong monument sign identifies the organization while the LED display adds timely, changeable communication.

How far away will people see your sign?

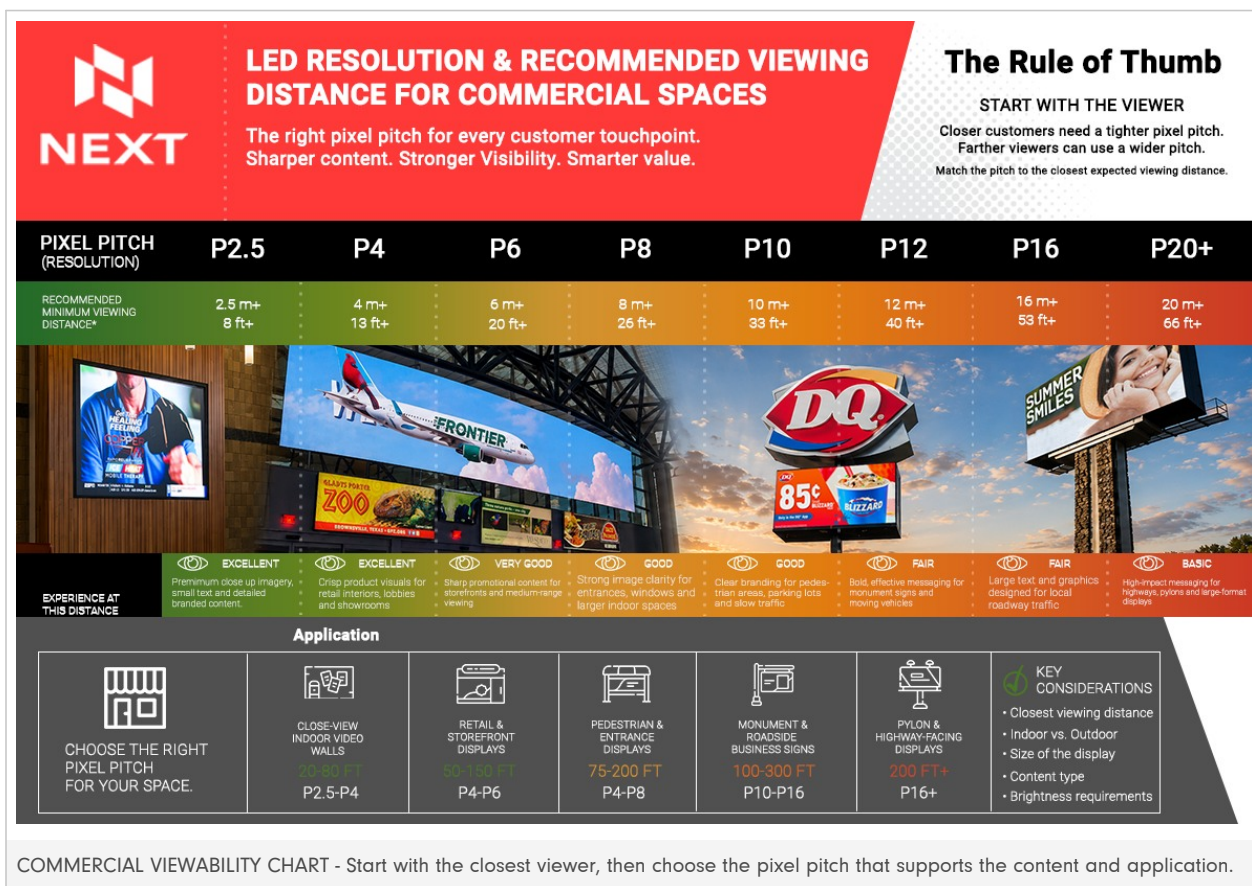
2

Choose resolution around the viewer

Distance and speed change what people can recognize. Close viewers can see fine detail. Roadside viewers need larger letters, simpler graphics and a display resolution that fits the real viewing range.

Try this: Estimate the closest normal viewing distance first. Then compare pixel pitch, sign size and content using that distance - not a single specification in isolation.

Taylor's commercial viewability chart gives you a practical starting point. It connects pixel pitch with minimum viewing distance, the kind of detail people can expect and the applications where each range commonly fits.



How much should an LED sign say?

3

Give drivers one idea at a time

People do not study a roadside display. They glance at it. Long sentences, several offers and tiny details make the message harder to understand before the viewer moves on.

Try this: Say the message out loud once. Keep one main idea and, only when it helps, one simple next step.

Use large, bold words with strong contrast and plenty of open space. A clean message may look almost too simple on your computer - and exactly right from the road.

HARDER TO PROCESS	EASIER TO PROCESS
Join us this Saturday at 10:00 a.m. for our annual community open house and family activities	OPEN HOUSE SATURDAY 10 AM
Now accepting applications for several positions - visit our website for complete details	NOW HIRING APPLY ONLINE



ONE CLEAR IDEA - Large type, strong contrast and a short message make this building-mounted LED display easy to understand quickly.

What else makes a sign easier to notice?

4**Clear the visual competition**

Trees, parked vehicles, nearby signs, weak contrast and poor lighting can hide your message even when the sign is technically visible.

Try this: Look at the approach in daylight and after dark. Where permitted, clear obstructions, improve lighting and repeat simple directional cues from the road to the entrance.

5**Use an LED display when the message changes**

A permanent sign tells people who you are and where you are. An LED display adds timely reasons to notice you: offers, events, schedules, public information and changing calls to action.

Try this: List what you would honestly update each week. If the list is useful and recurring, evaluate an LED sign around viewing distance, permitted location and the people who will manage it.

An LED display works best as part of the whole visibility system: easy-to-find identity, the right location and short messages people can understand while moving.

Try this 10-minute roadside visibility check

Look at the property from both directions of travel. Write down what a first-time visitor can actually see - not what you already know is there.

CHECKPOINT	WHAT YOU OBSERVED	NEXT ACTION
First usable sightline		
Typical viewing distance		
Traffic speed and viewing time		
Turn-in or decision point		
Organization name readability		
Message length and contrast		
Trees, vehicles or competing clutter		
Daylight and nighttime visibility		
Zoning, right-of-way and setbacks		
Need for frequently changing messages		

MAKE THE STREET WORK HARDER

What should your visibility plan include?

You may not need to change everything. Start with the one improvement that makes your organization easier to notice, understand and enter. Then build from there.

A useful plan answers these questions:

- Where drivers first have a clear view of the property
- What they must recognize before reaching the entrance
- How distance and speed affect letter size and message length
- What physical, lighting or wayfinding changes will improve the approach
- Whether frequently changing messages justify an LED display

READY TO REVIEW YOUR VISIBILITY?

Send NEXT LED Signs your location, estimated viewing distance and a few approach photos. We can help identify a practical starting point for placement, readability and display options.

888-359-9558 | nextledsigns.com/contact

Educational sources: NEXT LED Signs, 'Choosing the Right Location for Your Outdoor Sign' and 'Readability and Message Design for LED Digital Signs.' The viewing-distance map is reproduced from NEXT LED Signs planning materials. Local codes and site conditions vary; confirm requirements with the applicable jurisdiction and qualified project professionals.