

# Internally Illuminated Street Name Sign Layout Guidelines

The purpose of this document is to provide a set of guidelines to be used when doing the layout for Internally Illuminated Street Name Signs (IISNS). Over time this document should evolve to cover almost all sign installations. However, as this is a broad and complex topic, there will most likely always be odd exceptions that will require special consideration.

## Internally Illuminated Street Name Sign Locations

On December 11, 2001 the Transportation Advisory Board made the following recommendation:

"Install Internally Illuminated Street Name Signs only at intersections of major streets (McKellips Road & Gilbert Road, for example) and at collector or minor street intersections only where homes are not immediately adjacent to the intersections, or where there are major destinations or traffic generators at the intersections. Intersections in the Town Center also would receive internally illuminated signs. Major destinations and traffic generators include: Community Colleges, Regional malls such as Fiesta Mall and Superstition Springs Mall, and Freeway interchanges."

IISNS will not typically be installed at private driveways unless the nature of the property served is of such interest to the general public that an IISNS would be desirable.

### KEY TERMS:

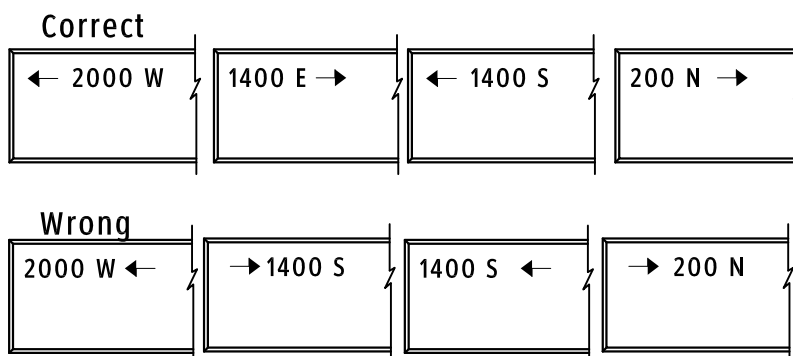
**Border** The outer edge of the sign face  
**Margin** An imaginary line 5" inside of the border

### 1. UPPER LEFT:

The number in the upper left corner of the sign points to the direction of increasing numbers (The number applies to the street named on the sign). The arrow is on the side of the direction that is being pointed to (left arrows are on the left of the block designation and right arrows are on the right). NOTE: see OTHER RULES FOR NUMBERS for numbering exceptions.

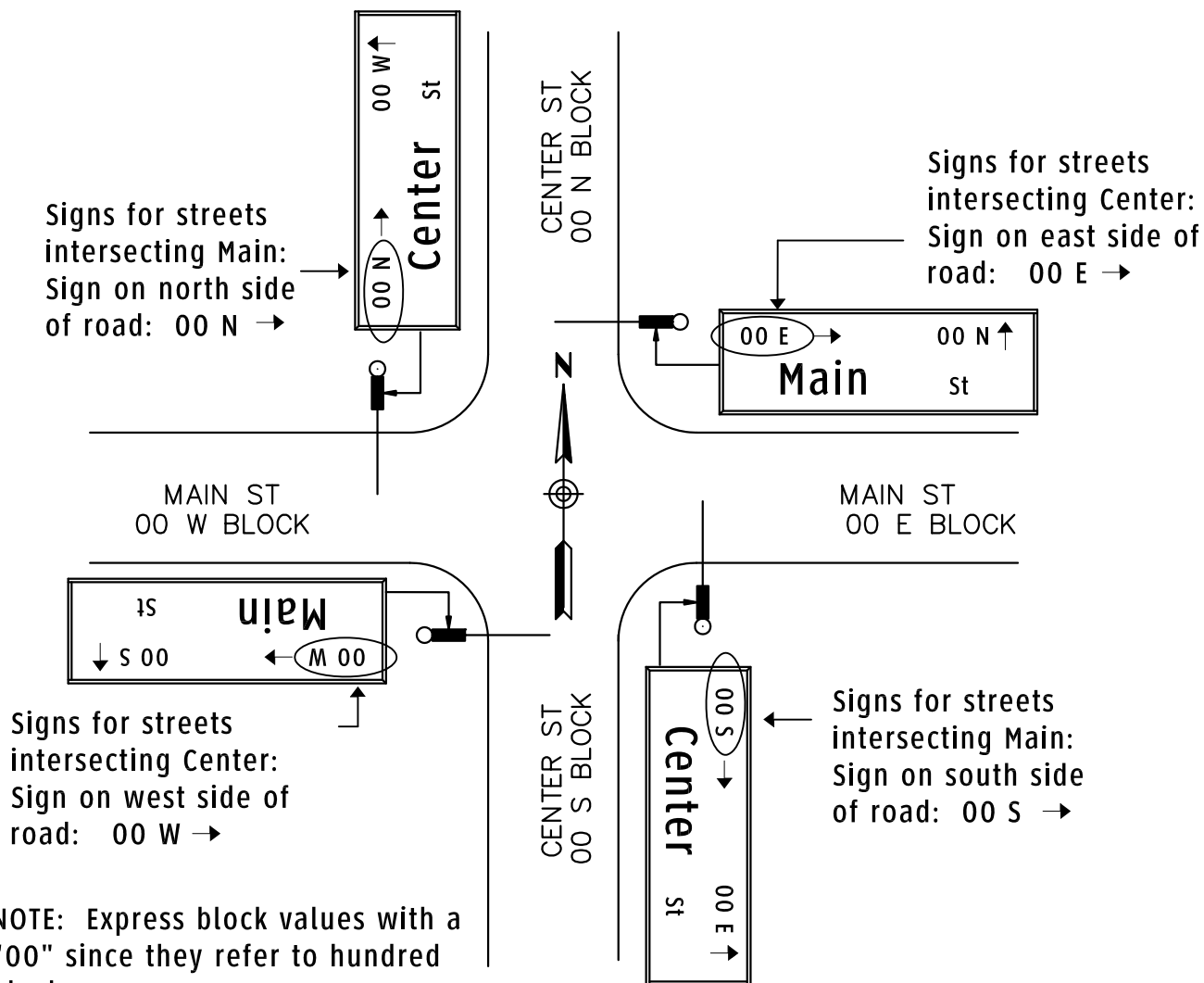
The order is always one of the following:

- left arrow - # - direction
- # - direction - right arrow



**Main and Center:**

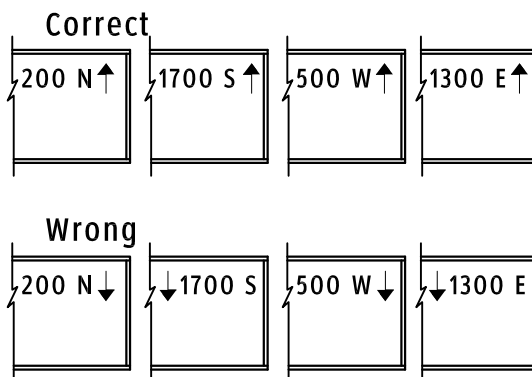
Main and Center are the origin (i.e. "0") streets for Mesa's grid numbering system. When an intersection is on Main or Center there are increasing numbers in both directions. The sign points to the side of the street the sign is on. For example:



**2. UPPER RIGHT:**

The number in the upper right corner shows the block number about to be entered (the number applies to the cross street not named on the sign). The arrow is always on the right and always points upward. NOTE: there are cases where this legend will be omitted: see OTHER RULES FOR NUMBERS.

The order is always: # - direction - up arrow

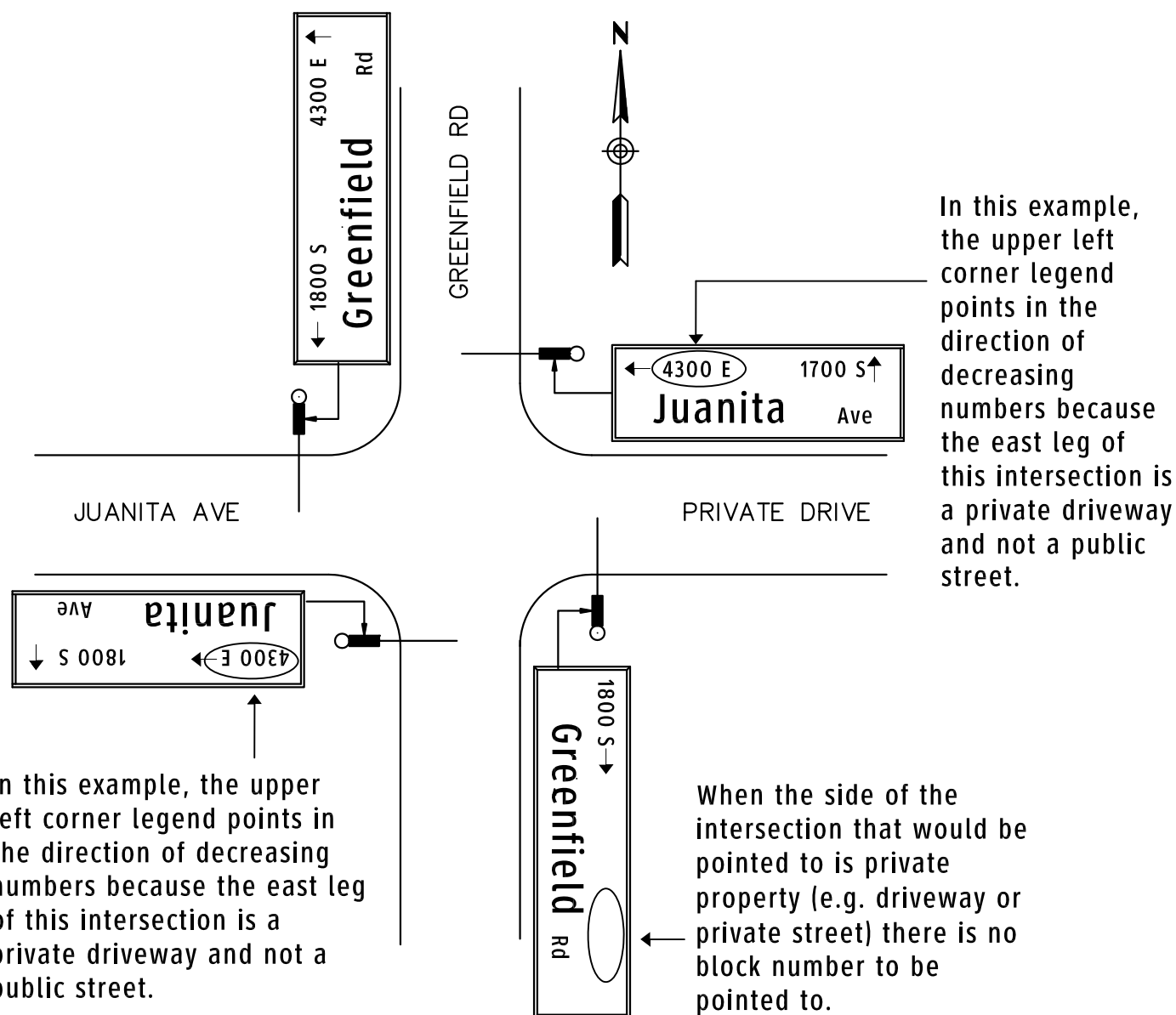


### 3. OTHER RULES FOR NUMBERS:

Block numbers are not always 100's (e.g. Pepper & Center is 40 N). However, they are expressed with a "00" since they refer to hundred blocks.

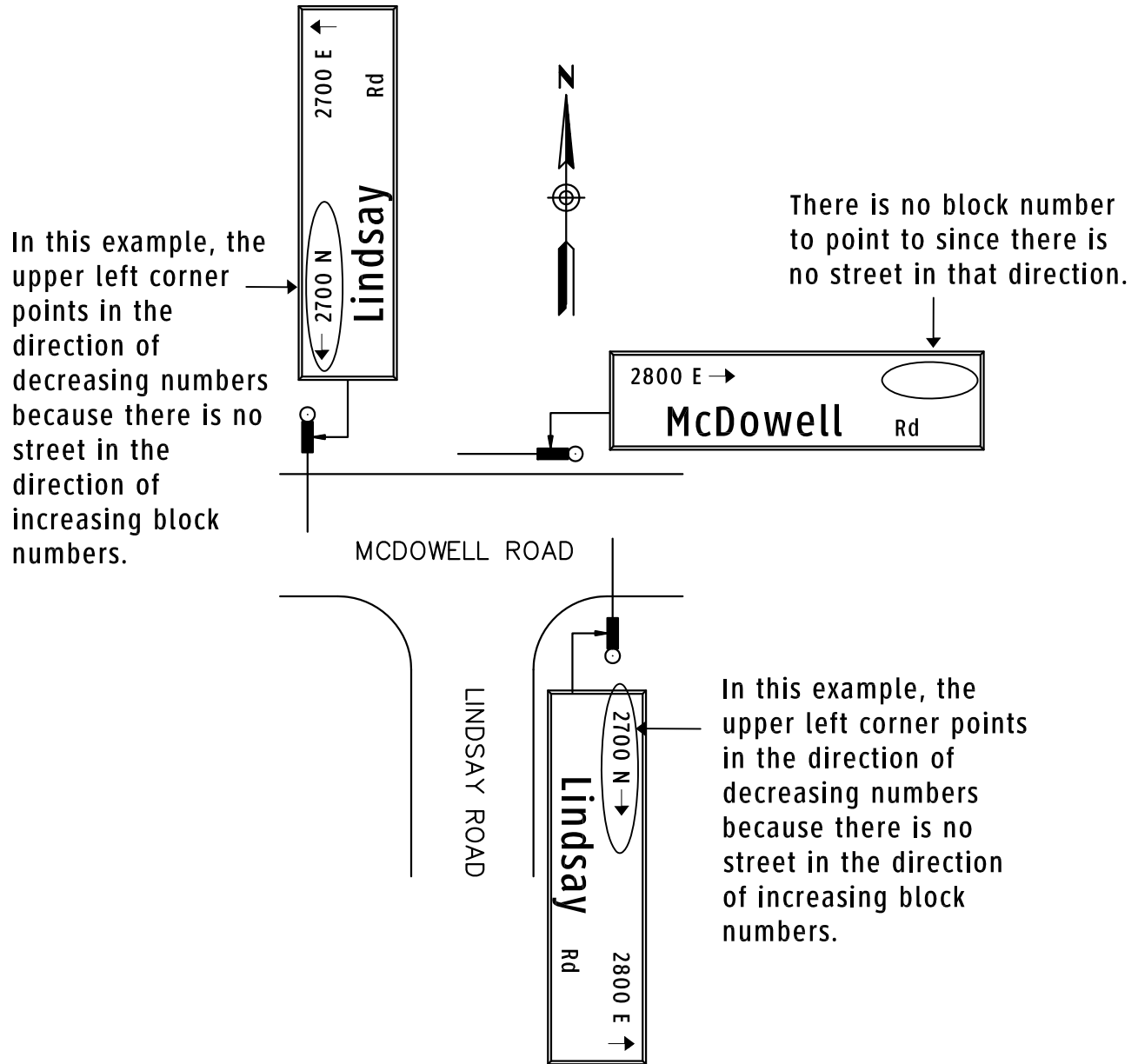
There are circumstances where the upper left corner legend cannot point in the direction of increasing numbers. There are also cases where the upper right legend will not be provided. Point using the guidelines in numbers 1 and 2 above whenever possible except:

#### Private Property:



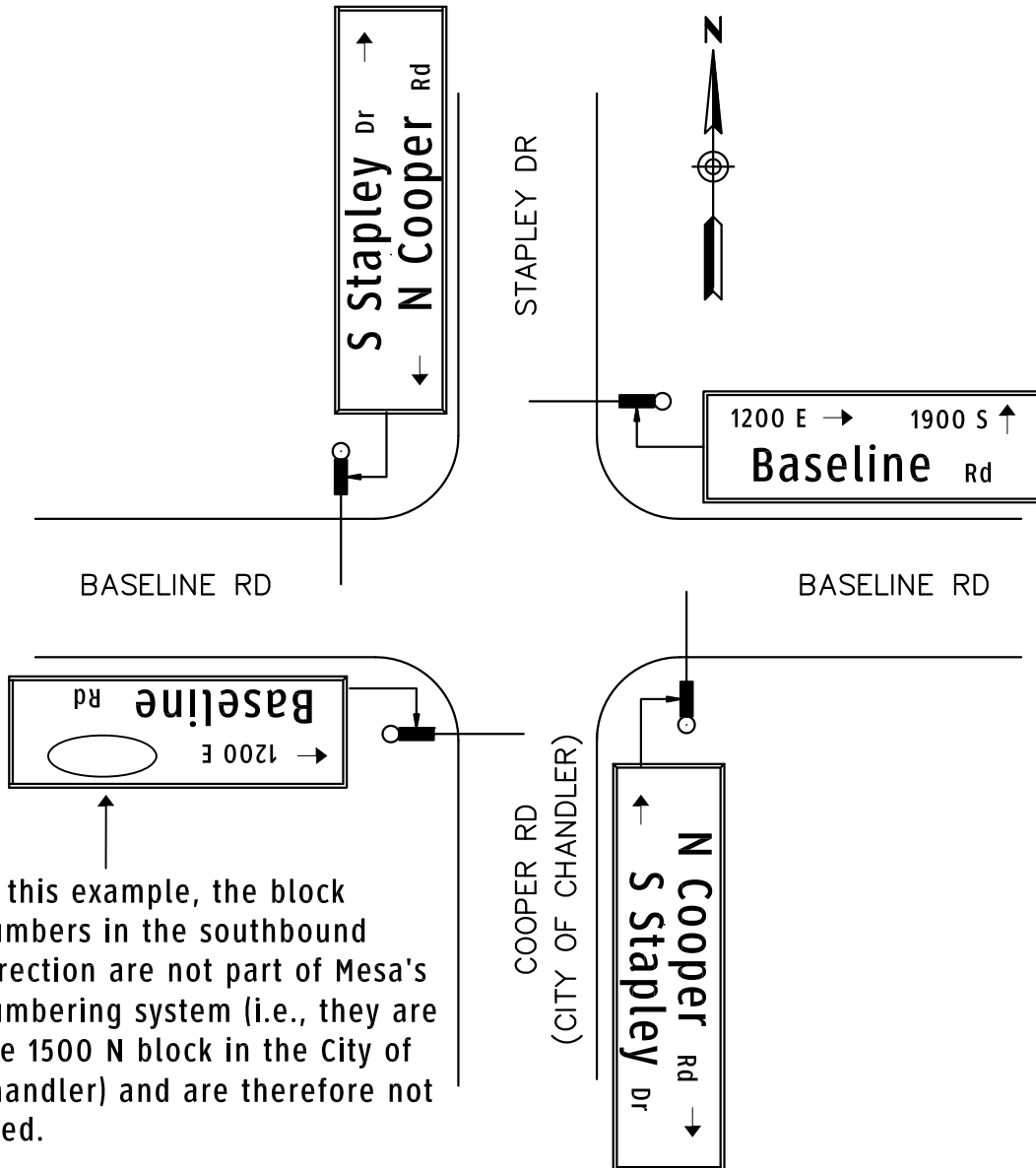
**"T" Intersections:**

There is no block number to point to at the cross of the 'T' since there is no street in that direction: point to the stem instead.



**Edge of the City:**

If the numbers in a given direction are not part of Mesa's numbering system they are not used (e.g. intersections that are at the City's border). Cardinal direction prefixes are typically not used in Mesa except when there are two street names on a sign.



**Two Street Names:**

When there are two street names on a sign there physically is not room for block numbers so they are deleted altogether (See STREETS THAT CHANGE NAMES). Cardinal direction prefixes are used when there are two street names on a sign.

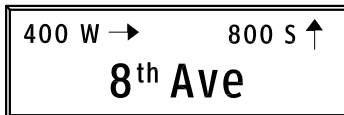


**4. PREFIXES:**

Typically there will not be a directional street name prefix on an IISNS unless there are two street names on a sign, or if a prefix (cardinal direction) is part of the street name or a special condition exists. When a prefix is used, the prefix letter height will be the same as the street name letter height. Maintain a font space between the prefix and the street name.

**5. NUMBERED STREETS:**

Numbered streets always use numerals. The two letters after the number(s) are both lower case and are to be superscripted.



**6. SUFFIXES:**

Not all streets have suffixes (e.g. Hall, Pasadena, and Williams). For those with suffixes, the suffix is presented with initial caps. The suffix letter height is 5" except those with a numbered street where the suffix letter height is the same height as the street number. The suffix sits on the baseline of the street name. Suffixes are abbreviated as follows:

Ave Blvd Cir Ct Dr Ln Loop Pl Plz Rd Sq St Ter Way

**7. SPACING:**

The spacing of the bottom line of the sign will vary according to the situation:

**Standard Condition:**

The standard spacing is shown on Mesa Standard Detail M-98.2. The street name and suffix are centered between the margins. There is a minimum of 6" between the street name and the suffix. If the street name and suffix do not fit when maintaining the needed clearances, use a longer sign. The street name copy may be forced only on longer street names to fit a 10' sign face. For extremely long street names use the layout shown under REALLY LONG STREET NAMES.

**Special Condition (with Prefix and Suffix):**

Typically a prefix is not used in the street name. However, if a prefix is used, the prefix, street name, and suffix are centered between the margins. There is a font space between the prefix and the street name, and a minimum of 6" between the street name and the suffix.

**No Suffix:**

Street names that do not have a suffix are centered between the margins which are 5" from the borders.



8. **BACK FACE:**

The back of the sign contains the street name and suffix. For long street names, the suffix may be omitted. This text is centered on the sign.



9. **ITEMS TO CHECK:**

When drawings are produced prior to sign face production, it is a good idea to review the following items:

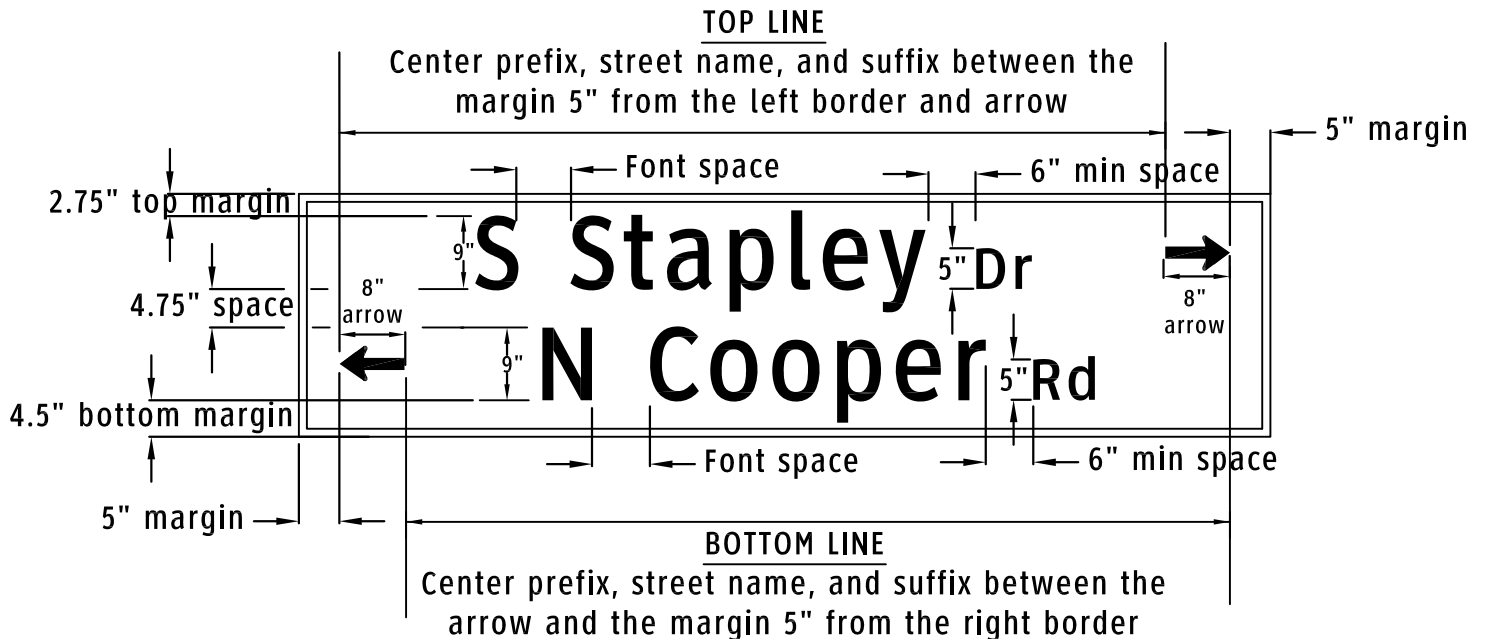
- Make sure that the margins, fonts, etc. match the Mesa Standard details (M-98.2).
- Is the copy being forced to fit a shorter sign size (i.e. Is a 10' sign design made into an 8' sign?).
- Is the sign longer than needed (i.e. is an 8' sign design being made into a 10' sign?).

10. **STREETS THAT CHANGE NAMES:**

When a street changes names in an intersection there will be signs with both street names on them. Block numbers will not be provided since there will be no room for them. Prefixes will be used on the front face but not on the back face.

On both sides of the signs the upper street name will be the name of the street for the side of the intersection that the sign is on. The arrow on the top line of the sign will point to the side of the street that the sign is on and the lower line arrow will point to the opposite side.

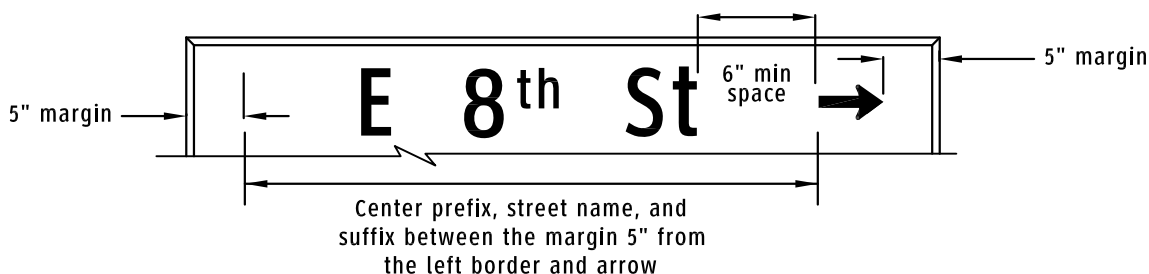
The standard lettering size for the prefix and street name will be 9". The top margin will be 2.75". The bottom margin will be 4.5". The vertical spacing between the two street names will be 4.75".



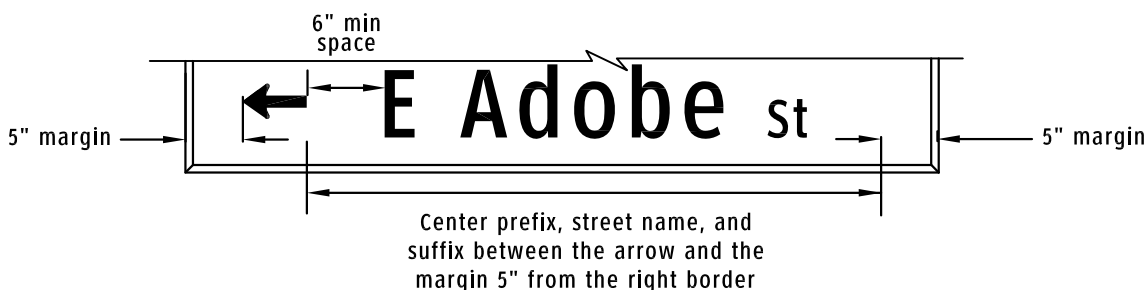
**Front Face:**

The spacing for a dual-name sign is just like the bottom of a regular sign except for adding a → after the top line suffix, and adding a ← before the bottom line street name prefix. Maintain a minimum of 6" between the suffix and the arrow or between the arrow and the street name prefix.

-Top Line: The arrow will be 5" from the right border. The street suffix will be placed at a minimum 6" to the left of the arrow. The prefix, street name, and suffix will be centered between the margin 5" from the left border and arrow.

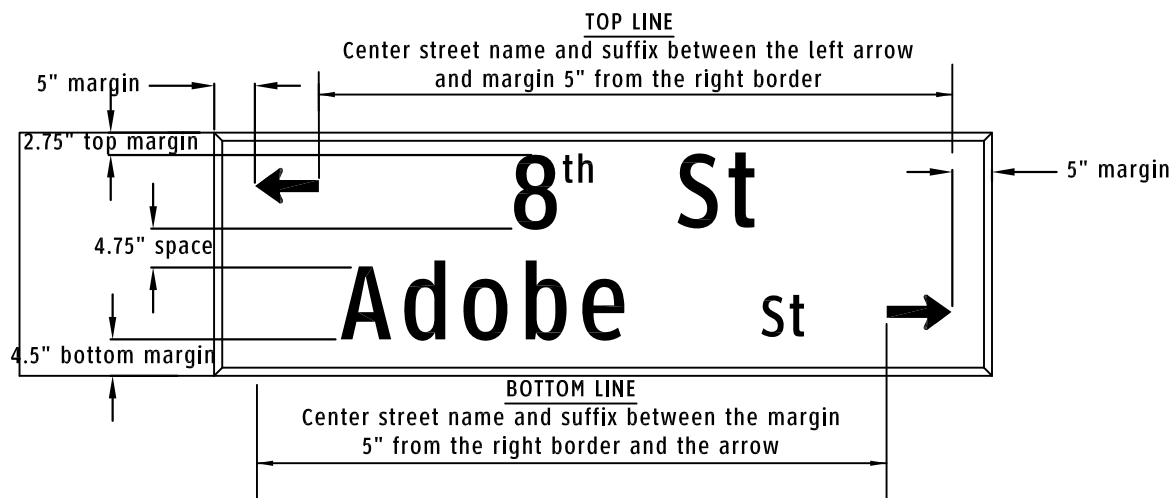


-Bottom Line: The arrow will be 5" from the left border with a minimum of 6" between the arrow and the street name prefix. The prefix, street name, and suffix will be centered between the arrow and the margin 5" from the right border.



**Back Face:**

The back of the sign contains street names and suffixes with no prefixes (e.g. Pueblo Ave, 8th Ave). The top line arrow will be at the margin 5" from the left border. The bottom line arrow will be at the margin 5" from the right border. The street names and their suffixes will be centered between their arrow and the margin 5" from the opposite border. If no suffix is present, the street name is still centered between its arrow and the margin 5" from the opposite border.



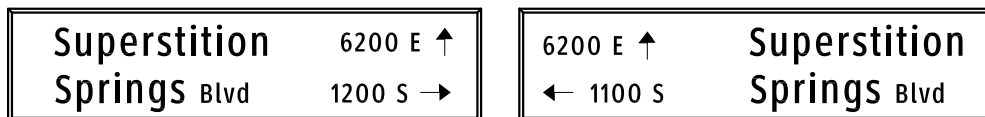


**11. REALLY LONG STREET NAMES:**

Some street names are just too long to fit on a sign using the conventional format. These will be handled on a case-by-case basis. Below are examples of how a long name might be accommodated.

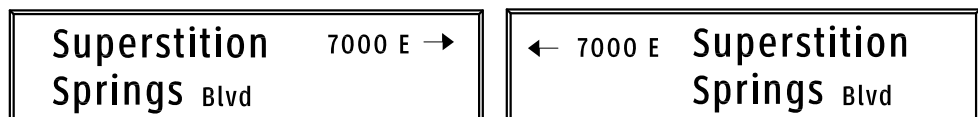
Standard Intersection:

In this case the street name "Superstition Springs" uses 7" letters and is left justified. The suffix uses 5" letters. The block numbers use 5" letters and are right justified. The top number and direction are vertically centered between the top and baseline of the word "Superstition". The ↑ arrow is 7" and sits on the baseline. The bottom number sits on the baseline with "Springs Blvd" and the ← or → arrows are 7". The ← or → arrows and their associated numbers are on the same side of the sign as the direction they are pointing as shown below:



"T" Intersection:

Another variation of this type of sign is necessary for "T" intersections. In this case there will be a direction where the ↑ and associated information is not provided since it would point perpendicular to the crossbar of the 'T' where no through street exists. In this situation, the ← or → arrows and their associated information will be moved to the top line as shown below:



12. INTERSECTION OF SAME DIRECTION STREETS: (i.e., both E/W)

When two of the same direction streets intersect, i.e. McDowell & Lehi, only the block numbers for the intersecting streets will be displayed. The typically through block number information and vertical arrow will not be provided because it is identical to the intersecting street information and would cause confusion to the driver.

