7-22 – 12
703.2.4

Proponent: Ann Makowski, representing Society for Environmental Graphic Design (SEGD)

Revise as follows:

703.2.4 Character Height <u>for the Primary Message of a Sign</u>. The uppercase letter "I" shall be used to determine the allowable height of all characters of a font. The uppercase letter "I" of the font <u>used for primary messages</u> shall have a minimum height complying with Table 703.2.4. <u>Secondary or support messages provided in addition to primary messages, to the maximum extent practicable, shall comply with Section 703.2.4.</u> Viewing distance shall be measured as the horizontal distance between the character and an obstruction preventing further approach towards the sign.

> **EXCEPTION:** In assembly seating where the maximum viewing distance is 100 feet (30.5 m) or greater, the height of the uppercase "I" of fonts shall be permitted to be 1 inch (25.4 mm) for every 30 feet (9.1 m) of viewing distance, provided the character height is 8 inches (205 mm) minimum. Viewing distance shall be measured as the horizontal distance between the character and where someone is expected to view the sign.

Reason: The purposed addition of language to this section to provide differentiation between "primary" and "secondary" or "support" message to the primary message are provided in order to allow variations of character sizes for such messages that will permit more appropriate hierarchies of messaging without creating sign sizes that will become intrusive and unmanageable.

The representation of various character heights in the delineations of message hierarchies, including supportive or secondary messages, help convey the relative and respective importance of these elements in the message and add effectiveness to message communication. Utilizing the minimum character heights as defined in Table 703.2.4 for required character heights of secondary or supportive messages to the primary message will reduce or eliminate the use of such supportive or secondary copy due to the large message panels that would be required. Failure to provide the proposed variance in character sizes could potentially reduce the overall effectiveness of sign message communication by eliminating secondary and supportive messages to primary messages of a sign.

Use of 5/8 inch character height as the minimum size for secondary and supportive messages to primary sign messages would require proportionately increased sizes of the primary message characters to create the referenced visual hierarchy of information and the most effective message communication. This increase in size of primary messaging will then require increasing sizes of the physical sign itself and begin to create architectural encumbrances that will either limit the content or even use of standard sign messaging.

Committee Action: AS AM D

703.2.4-MAKOWSKI.doc

7-23 – 12
703.3.8

Proponent: Ann Makowski, representing Society for Environmental Graphic Design (SEGD)

Revise as follows:

703.3.8 Character Spacing. Character spacing shall be measured between the two closest points of adjacent raised characters within a message, excluding word spaces. Spacing between individual raised characters shall be ~~1/8 inch (3.2 mm)~~ 15 percent minimum and 35 percent maximum of the character height measured at the top surface of the raised character. ~~minimum measured at the top surface of the characters, 1/16 inch (1 .6 mm) minimum measured at the base of the characters, and four times the raised character stroke width maximum.~~ Characters shall be separated from raised borders and decorative elements 3/8 inch (9.5 mm) minimum.

Reason: The proposed changes to the language of this section are provided in order to allow for a proportionate minimum and maximum raised character spacing to be achieved as opposed to a measurement based requirement that will be difficult to administer, produce and confirm. The language proposed to be removed regarding variations of measurement in spacing of characters from the top or base is proposed to eliminate confusion and provide a single measurement point at the tope surface of a raised character, which is where it is read.

Uniform dimensionally based spacing between character pairs is not recommended for use at is perceived to impair legibility of words. Proper spacing between characters varies based on the shape of the specific character, for example there should be more space between “AC” than “CO”. Character spacing is understood by the graphics design profession to be most effective and legible when created in proportion to character height.

It is understood that the objective of creating minimum and maximum character spacing of raised characters is to enhance the ability for raised characters to serve their tactile reading function and creating standards to achieve the maximum effectiveness of this purpose is supported. However, in the majority of applications a raised character is also acting in function as a visual character and the effectiveness of this purpose should not be sacrificed. It is proposed that the necessary restrictions on spacing be maintained but in a measurement protocol that will allow for proper proportional spacing to ensure both tactile and visual function is most effectively achieved.

Committee Action: AS AM D

703.3.8-MAKOWSKI.doc

7-24 – 12
703.4.4

Proponent: Ann Makowski, representing Society for Environmental Graphic Design (SEGD)

Revise as follows:

703.4.4 Position. Braille shall be below the corresponding text. If text is multi-lined, braille shall be placed below entire text. Braille shall be separated 3/8 inch (9.5 mm) minimum and ½ inch (12.7 mm) maximum from any other raised characters and 3/8 inch (9.5 mm) minimum from raised borders and decorative elements. Braille provided on elevator car controls shall be separated 3/16 inch (4.8 mm) minimum either directly below or adjacent to the corresponding raised characters or symbols. Braille provided on numeric signs shall be separated 3/8-inch (9.5 mm) minimum and 1/2-inch (12.7mm) maximum either directly below or directly to the right of the corresponding raised numeric characters.

Reason: The proposed addition of a maximum distance from Braille to raised characters is intended to provide clear definition of both a minimum and maximum dimensional distance of Braille from raised characters. The proposed addition of language to allow Braille to be positioned directly below or directly to the right of raised numeric characters is to apply only to tactile numeric signs. This will allow for better flexibility of sign proportions to meet architectural encumbrances of physical structures and improve opportunities to implement accessible signage. In the current standard, Braille is required below the corresponding raised copy for all signs except those that identify elevator car controls, this exception is provided for in expectation of architectural encumbrances.

The current Braille position requirements results in proportions of sign to be a vertical or portrait format, due to complying with spacing above the raised numeric characters, between the numeric characters and the braille and below the tactile portions of the sign. The vertical proportions are furthered increased when the upper margin in enlarged to visually balance the area below the raised number with the Braille positioned directly below the raised numeric characters.

Committee Action: AS AM D

703.4.4-MAKOWSKI.doc

7-25 – 12
703.4.5

Proponent: Ann Makowski, representing Society for Environmental Graphic Design (SEGD)

Revise as follows:

703.4.5 Mounting Height. Braille shall be ~~48~~ 46 inches (~~1220~~ 1168 mm) minimum and ~~60~~ 59 3/8 inches (~~1525~~ 1508 mm) maximum above the floor, measured to the baseline of the braille cells.

EXCEPTION: Elevator car controls shall not be required to comply with Section 703.4.5.

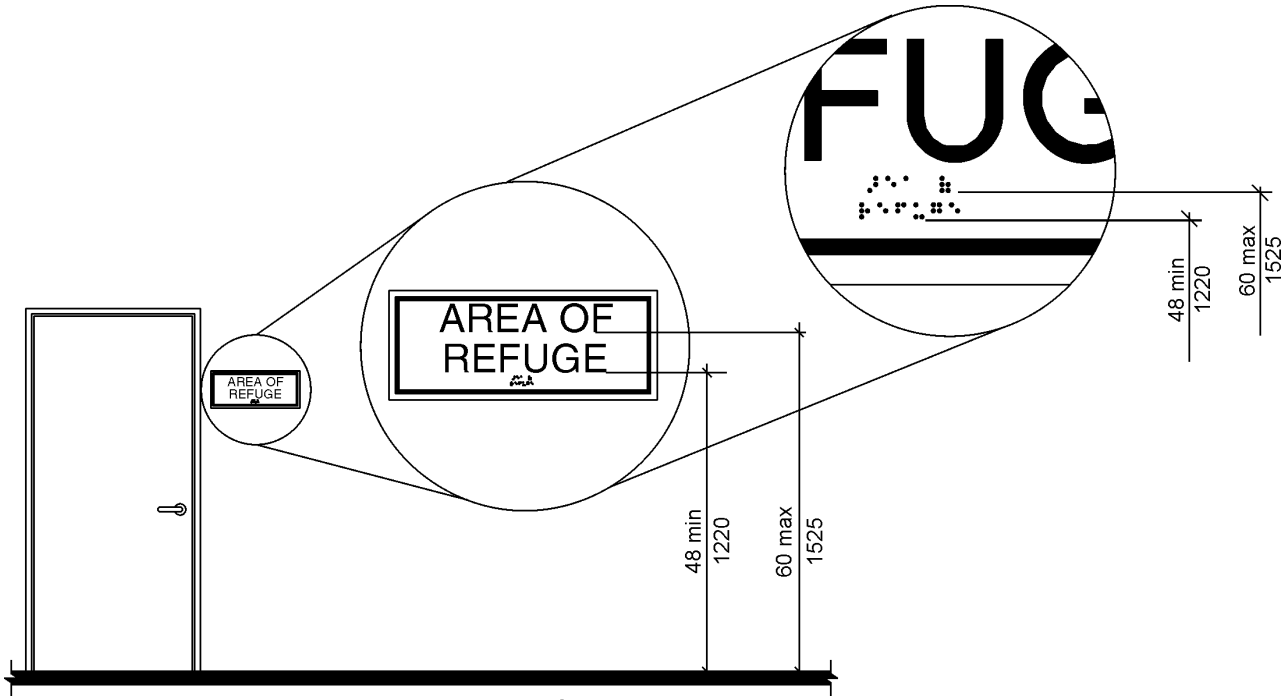

Fig. 703.4.5
Height of Braille Characters Above Floor

Reason: Eliminate a direct conflict between Section 703.3.10 and Section 703.4.5 language and Figures in the definition of minimum and maximum mounting heights of raised characters and Braille.

Section 703.4.4 defines that Braille is required to be positioned below the corresponding text and separated by a minimum of 3/8" (9.5 mm) from any raised characters. Section 703.3.10, requires the height above floor of raised characters to be 48" minimum above the floor, measured to the baseline of the lowest raised character and 60" maximum above the floor, measured to the baseline of the characters. Revision is proposed that will allow Braille placement below the raised characters, as required in Section 703.4.4, and the height of raised characters above the floor to meet requirements of Section 703.3.10 without conflict to Braille mounting height currently required in existing language of Section 703.4.5.

It will not only be physically possible to comply with Sections 703.3.10, 703.4.4 and 703.4.5 if the current language of Section 703.4.5 is not revised as proposed or this section deleted completely.

Committee Action: AS AM D

703.4.5-MAKOWSKI.doc

7-26 – 12
703.6.3.1

Proponent: Ann Makowski, representing Society for Environmental Graphic Design (SEGD)

Revise as follows:

703.6.3.1 International Symbol of Accessibility. The International Symbol of Accessibility shall comply with the basic format of Figure 703.6.3.1.

Reason: Provide language in the standard that will provide for appropriate stylistic variations of the ISA to conform to aesthetic and décor needs of respective projects while still maintaining a level of consistent size, placement and use of the ISA in unique environments.

Allowing minor stylistic variations in the ISA will allow more aesthetically complimentary symbols to be utilized on projects which will in turn encourage architects and end users to promote their more plentiful use and prominent location on architectural finishes. This will enhance the use and visibility of this important accessible entrance and pathways wayfinding and identification device.

Building architects, designers, developers and owners will inherently be opposed to use of any elements that are not complimentary to the architecture and décor of their facilities and will be drawn to applying only minimal requirements for such use of generic symbol. If provided the ability to produce designs that will meet the requirements of the ISA for identification and wayfinding purpose but in a slightly stylized design that will compliment architecture and décor it is anticipated that increased use and more prominent display of such symbols will be achieved.

Committee Action: AS AM D

703.6.3.1-MAKOWSKI.doc