

ConvenientMD - Sturbridge, MA

Signage Narrative



May 19, 2023

Town of Sturbridge, Massachusetts
Planning Department
Center Office Building
301 Main Street - First Floor
Sturbridge, MA 01566

ATTN: Jean Bubon, AICP - Town Planner

Re: ConvenientMD Urgent Care
210 Charlton Road
Sturbridge, MA 01566

Dear Ms. Bubon,

Please find enclosed signage narrative relating the signage request for the proposed ConvenientMD Urgent Care at 210 Charlton Road to common industry and national signage standards, as recommended in the preliminary meeting you had with Mark Donahue of Fletcher Tilton and Samantha Burgner of ALRIG USA on April 13, 2023.

If there are any questions, please don't hesitate to reach out directly at the contact information below.. Thank you.

Sincerely,

Kevin R. Correia, RA, NCARB
Principal Architect ,Owner
Email: kcorreia@kcarchs.com
Mobile: (603) 674-4229

CC:
Mark Donahue, FletcherTilton
Samantha Burgner, ALRIG

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SIGNAGE ALLOWANCE

2 Total Signs, (Can be 2 Wall Signs, or 1 Wall Sign and 1 Freestanding Sign)
30sf maximum each sign.

SIGNAGE REQUEST

3 Building Wall Signs - Externally Illuminated

South Elevation (facing Charlton Rd.)	165.2 SF
West Elevation (facing Parking/Entry Drive)	165.2 SF
East Elevation (face Adjacent Property)	165.2 SF

BUILDING USE

As it is appropriately noted in the Town of Sturbridge DRC Handbook, the primary function of a sign is to identify a property or business and direct customers clearly and easily to the desired location. While this is important for every property, it is also important to examine the use of the business itself as the way finding needs can vary considerably as it relates to the public good. Unlike a typical retailer, say a grocery store frequented often by local residents, an urgent care is not a destination that people visit all the time. And when they do, they are often in some level of distress (be it a sick child in the back seat or having a nail through their own hand).

As a full service urgent care center, ConvenientMD (CMD) offers an incredibly broad scope of care. Staffed like an ER, and with state of the art x-ray capabilities and moderately complex labs on site, CMD can treat upwards of 70% of what walks into an emergency department. Couple that with being incredibly affordable by billing like a primary care office via co-pays, on average about half of the patients at a clinic will come from a 30-45 minute drive time resulting in a lack of general knowledge of the area.

Given the nature of their business, it is critically important that they are located in prominent areas and are easily identifiable through their building design and signage. Through past experience with early clinics, CMD found being visibly prominent was vital for patient safety in finding their facilities, particularly through signage.

NATIONAL SIGN STANDARDS

Historically, we reference two general rules of thumb in the sign industry as it relates to signage visibility.

1. Optimal Viewing Distance: For every 1" of letter height there is a 10' optimal viewing distance for legibility
CMD's 22" high letters would have an optimal viewing distance up to 220'
2. Optimal Viewing Distance vs. Speed of Travel: (MPH x 1.47 = Feet Per Second)
The posted speed limits around our site are 45mph with a transition to 50mph as you continue around the bend to the northeast. At the above noted 220' optimal viewing distance, it would take 3-4 seconds to travel from the optimal viewing distance to the building.

@ 45 MPH	@ 50 MPH:
220ft / (45MPH x 1.47) = 3.3 seconds	220ft / (50MPH x 1.47) = 3 seconds

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Looking further into national sign standards, The United States Sign Council Foundation (USSCF) published a set of “Best Practices Standards for On-Premise Signs” in 2015, intended to convey a researched-based approach to size size, legibility, height and lighting. Bertucci and Crawford (2015) recognized that the viewing of signage by motorists “involves a complex series of sequentially occurring events, both mental and physical.” Their research resulted in the ability to quantify the process of viewing signs while driving and develop a calculation method to determine the “optimal sign size required to transmit the message and allow sufficient time for detection, comprehension, and maneuvering.”

Below is the Sign Area Computation using the USSCF method for the 22 letter ConvenientMD Sign for the posted 45mph and 50mph speed limits in either direction of the site. As you will see, the requested sign area of 165.2sf falls between the two calculated numbers and thus is in line with the best practice standards set forth by this study.

Sign Area Computation

			45 MPH	50 MPH
1	Speed of Travel (FPS)	(MPH x 1.47 = FPS)	66.15 fps	73.5 fps
2	Viewer Reaction Time (VRT)			
	Detection	Complex Environment	1 sec.	1 sec.
	Message Scan	22 letters x 0.1 sec. + 1 symbol x .5 sec.	2.7 sec.	2.7 sec.
	Re-Orientation Scan	22 letters x 0.04 sec. + 1 symbol x .2 sec.	1.08 sec.	1.08 sec.
	Maneuver		5 sec.	5 sec.
	TOTAL VRT		9.78 sec.	9.78 sec.
3	Viewer Reaction Distance (VRD)	(FPS) x (VRT) = Feet	647 feet	719 feet
4	Determine Letter Height (Inches) (VRD) / Legibility Index (LI)	Externally Lit Helvetica Letter Style White Letters Black Background Upper and Lowercase LI = 26	25 inches	28 inches
5	Determine Single Letter Area in Square Inches	Letter Height Squared	625 sq in.	784 sq in.
6	Determine Single Letter Area in Square Feet	Single Letter Area / 144	4 sf	5 sf
7	Determine Copy Area	Single Letter Area x Number of Letters	95 sf	120 sf
8	Determine Negative Area	60% of Copy Area	57 sf	72 sf
9	Sign Area	Copy Area + Negative Area	153 sf	192 sf

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REFERENCES:

Bertucci, A., & Crawford, R. (2015). *USSC Foundation Best Practice Standards for On-Premise Signs*. <https://usscfoundation.org/wp-content/uploads/2018/03/USSC-Guideline-Standards-for-On-Premise-Signs-2018.pdf>