



Address Sign Criteria and Emplacement Recommendations

The most important purpose of an Address Sign is for your first responders to **rapidly** identify your home during an emergency. It can be, but isn't necessarily what's attached to your home.

During the day; at night; when there's smoke in the air; when you're the only one at home and you or a loved one needs immediate help – will the responding firefighters, sheriff or paramedics be able to find you and your home as quickly as is possible? Having to run out to the road or turn your porch lights on and off or pray that they'll find you even though you're alone can all be alleviated with the correct design and emplacement of an Address Sign. In an emergency, seconds count.

We've talked to your first responders and they have their preferences. As they're coming to your home in their vehicle, from either direction on the road nearest your driveway, they are searching for an address that screams out to them that this is the right place. They want to see the address in time to slow their vehicle and turn into your driveway **before** they pass it by. Their preference is white numbers on a green background – that's what their brain will connect with first. If on the house, the sign should be next to the main entrance. If at the entrance to the driveway, it needs to positively identify your driveway as the right one. They don't need the street name, they don't need any frills, and the numbers can be arranged horizontally or vertically – they're searching for both. With that, here are recommendations for your Address Sign:

1. The sign background is highly reflective and preferably colored highway-sign green.
2. The sign numbers are block style and no less than 3" high, ½" thick, and preferably white.
3. The sign background and numbers are highly contrasting.
4. The address is clearly visible from either a truck, SUV or cab of a fire engine when approaching your home, at least 50 feet from either direction on the adjacent road.
5. If your only Address Sign is located on your home, it should meet all of the above criteria and be placed adjacent to the main entrance to your home (where the responders will enter).
6. If your Address Sign is located at the end of your driveway, it should also meet the following criteria:
 - a. The sign is posted on your property versus anywhere that the Town maintains.
 - b. The posted sign should be far enough from the driveway to not to be a hindrance to vehicles and trailers, but close enough to positively identify that driveway as the entrance to your home.
 - c. The bottom of the Address Sign should be higher off the ground than the highest snowfall.
7. If the address numbers on your mailbox act as your Address Sign, they should meet all of the above recommendations.
8. If your home has more than one usable driveway, all should have an Address Sign.
9. If a single driveway services multiple homes, the initial driveway entrance(s) should include the addresses of all the homes and then each home should also have an Address Sign.
10. If your frontage road is a private easement, in case the road becomes as wide as the easement, the sign should be located at the edge of that easement closest to your home.

Make it easy for your first-responders to find you. It may not be today that you need them, but there's no telling about tomorrow.