

## DECLARATION OF JERRY WACHTEL

I, JERRY WACHTEL, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

1. I am the President of The Veridian Group, Inc. and I have 40 years of experience as a human factors/engineering psychologist. My work has focused on human behavior and performance in complex situations, including driving. Much of my work has addressed traffic safety, driver distraction, and the roadside environment, including aesthetics.
2. The City of Seattle's Sign Code does not regulate the size of on-premise wall signs in downtown, commercial, Seattle-Mixed and industrial zones except for hotel signs located in downtown zones that are more than 65 feet above the elevation of the sidewalk. Off-premise advertising signs (also known as billboards) are limited in size to either 288 square feet (small billboard) or 672 square feet (large billboard) except for a few non-conforming signs that are larger than 672 square feet.
3. The City has asked me to evaluate the impact of large wall signs on traffic safety and aesthetics. I understand that the City is considering adoption of an interim area limit for wall signs that is 672 square feet.
4. In my professional experience based on my 40 years of training and experience, if the only difference between two signs is size, the larger the sign, the greater the driver distraction.
5. Large signs are more distracting to drivers than smaller signs because larger signs are visible from farther away and for longer periods of time.

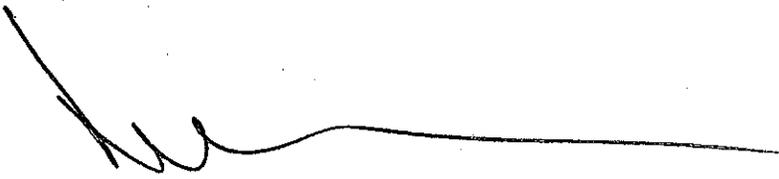
Thus, larger signs attract the attention of motorists sooner and at greater distances than smaller signs.

6. Large signs can hold the attention of motorists longer where the signs are located higher up, for example on the side of a building. Consequently such signs result in greater driver distraction than if the signs were at eye level. A motorist who is viewing a sign that is elevated above eye level on a building is forced to raise his or her head to view the sign, thus taking his or her eyes off the road for as much as two seconds or longer to view and then process the sign's message. Therefore, larger signs create more driver distraction than smaller signs earlier and for a longer period of time particularly where these signs are located above eye level on the side of a building.
7. The City's adoption of a 672 square foot area limit for all new wall signs would result in less driver distraction than if the City did not adopt such an area limit for new wall signs.

8. Larger signs create more visual blight than smaller signs, again, because larger signs are seen longer, and from greater distances, and because they take up a larger portion of a person's field of vision.

DATED this 11<sup>th</sup> day of April 2014.

At: Berkeley, California



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Jerry Wachtel  
The Veridian Group, Inc.