



Signs Now Milwaukee

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Store Hours

Monday - Friday
 8:30 am - 5:00 pm
 Sat. & Sun. - Closed

Are your Signs up to Regulation?

Virtually ALL types of private businesses and private properties open to the public are affected by a recent ruling of the U.S. Department of Transportation, Federal Highway Association (FHWA). This ruling directly impacts many of our clients through increased exposure, higher insurance costs and increased tort liability risk. In January 2008, the FHWA amended the United States Code introducing new standards in sign reflectivity.

Simple guidelines to determine which signs need to meet the minimum reflectivity standards :

1. If it is a parking control sign (No Parking, Disabled Parking, etc) Type I reflective is acceptable
2. If the sign directs traffic (One way, Dead End, etc) a Prismatic High Intensity Type III or higher reflective sign is recommended
3. Street Name Signs on roadways with a speed limit of 35 mph or higher require a Prismatic High Intensity Type III or higher reflective

In addition traffic control devices must comply with the following standards

- Size, shape, and color
- Sign placement and mounted height
- Design and legibility

Failure to comply with the regulations could result in substantial legal actions.

Simple guidelines to determine which signs need to meet the minimum reflectivity standards :

Mounting



Street Name Signs



Reflectivity Levels

Use Type I
 Engineer Grade or Better



for Parking Signs



Using Type III
 High Intensity or Greater



for Street Signs or Any Traffic Control Sign

Time Table

Now	Signs on private property open to public travel must meet MUTCD standards
2012	Larger street name signs should be installed, specifics outlined above
2015	New reflectivity levels should be in place for regulatory, warning, and ground-mounted signs
2018	Street name signs and overhead guide signs must meet minimum reflectivity
note:	Many states and local governments have higher standards, consult with your local agencies

We can help your business Stand Out in a Crowded World!

Traffic Signs and New Traffic Sign Regulations