



Private Roads Public Safety

- Use standard signs recognized by all drivers
- Improve safety and traffic flow
- Comply with federal regulations
- Enhance property image
- Minimize exposure to tort liability

Traffic signs are federally regulated

U.S. traffic control standards, including those for signs, are published in the Manual on Uniform Traffic Control Devices (MUTCD). In January of 2007 the Federal Highway Administration (FHWA) amended the United States Code to make it clear that MUTCD standards apply to all roads, including private roads open for public travel. Included are private roads and parking lots for shopping malls and restaurants, office complexes, apartment and residential developments, sports and recreation facilities, and other similar businesses open to the public.

The MUTCD requires that all traffic signs be properly positioned, legible and in compliance with standards for:

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

Maximize public safety on your property

Use of uniform signs that are easily recognized by all drivers improves safety and traffic flow, helping to protect residents, employees, customers and other visitors on your property. Concern for public safety and use of standard traffic control contributes to a positive image of your property, and may help to minimize insurance costs and tort liability risk.

Get the most from your investment

The FHWA also recently finalized a ruling establishing minimum retroreflectivity requirements for many types of traffic signs. 3M's line of prismatic reflective sheetings are bright, durable and warranted to exceed minimum levels for ten or more years, resulting in better sign life cycle value than lower performance, glass bead-type sheeting. Signs made from 3M prismatic sheeting provide increased visibility and safety to drivers and maximize your investment at the same time.

To learn more about traffic sign standards and reflectivity requirements, visit:

- **Manual on Uniform Traffic Control Devices**
mutcd.fhwa.dot.gov
- **FHWA Nighttime Reflectivity**
safety.fhwa.dot.gov/roadway_dept/retro/
- **Understanding Minimum Reflectivity Standards**
www.minimumreflectivity.org



Signs that are MUTCD compliant provide clear guidance to drivers, day and night. Non-compliant signs do not command the same degree of attention and put property visitors at risk.

For more information about 3M's high performance reflective sheetings, or 3M's full line of traffic safety products and services, contact your 3M representative or visit www.3M.com/tss.



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