

Secondary Signs Policy

Definition: **Secondary Sign:** Any sign not pertaining to or providing driver information for the safe operation of motor vehicles. ie: Crime Stoppers, Neighborhood Watch.

Signs

Any signs posted adjacent to roadways, alleyways or posted in City of Wichita Falls right of way must adhere to the MUTCD maintenance and retro-reflectivity standards: (**Section 2A.08 Retroreflectivity and Illumination**) and (**Section 1A.05 Maintenance of Traffic Control Devices**) In order to insure continuing adherence to the MUTCD standards, all signs shall be constructed on a durable substrate such as aluminum. All sign legends shall be applied onto a retro-reflective background and shall be stabilized against ultra-violet degradation to prevent rapid fading.

To prevent potential conflicts with traffic control devices, all sign legends, shapes and colors must be approved by the City of Wichita Falls Traffic Engineering Department before installation.

Location

Due to the critical nature of Stop, Yield and Warning signs, any signs that do not directly pertain to the management of traffic at an intersection or traffic hazard shall not be mounted on the same post. This is in conformity to the 2009 MUTCD Section 2A-16 as follows:

Guidance:

With the increase in traffic volumes and the desire to provide road users regulatory, warning, and guidance information, an order of priority for sign installation should be established.

Support:

An order of priority is especially critical where space is limited for sign installation and there is a demand for several different types of signs. Overloading road users with too much information is not desirable.

Guidance:

Because regulatory and warning information is more critical to the road user than guidance information, regulatory and warning signing whose location is critical should be displayed rather than guide signing in cases where conflicts occur. *Community wayfinding and acknowledgment guide signs should have a lower priority as to placement than other guide signs. Information of a less critical nature should be moved to less critical locations or omitted.*

However, in consideration to neighborhood aesthetics an effort should be made to install secondary signs on existing poles. In no case shall a secondary sign be placed on a pole that already contains two or more signs attached. Acceptable locations are as follows:

- With speed limit signs
- With parking signs
- With street name signs
- On wood or steel City of Wichita Falls owned streetlight poles

Additionally, secondary signs may be installed on fences or buildings with written permission from the property owner. There may be circumstances in which additional poles are needed to prevent conflicts with traffic control signs or to provide for a visible location. In these circumstances poles may be erected in City of Wichita Falls right of way upon approval of the city of Wichita Falls Traffic Department. It will be the responsibility of the installer to notify Digtess at 800-344-8377, The City of Wichita Falls Water and Sewer 940-761-4333 and Traffic Departments at 940-761-7640 and any other underground utility that may be nearby.

The installer must also complete a secondary sign installation form and return it to the City of Wichita Falls Traffic Office upon installation of all secondary signs.

Proper installation and maintenance is the responsibility of installer. However, in order to maintain the integrity of all signs throughout the city. The Traffic Department during its maintenance or sign replacement projects may deem that a secondary sign to have exceeded its useful life or out of compliance. Any sign found out of compliance will be removed. The installer will be notified if any sign is found to have exceeded its useful life and given the option to have the sign replaced at the actual cost of the sign to the city. If the replacement fee is not collected within 30 days after notification, the sign will be removed and impounded by the Traffic Department.

I have received a copy of this policy and agree to abide by the guidelines herein.

Name: _____ Date ____/____/____.