

## Improved Signing Initiative

The Traffic Division strives to be effective and efficient when installing and maintaining all traffic control signs. New developments in sign sheeting (see [Interesting Sign Facts](#)) allow for greater effectiveness.

Curve warning signs are being transitioned from yellow to fluorescent yellow to increase their visibility and enhance safety. A recent survey was done on arterial and collector streets with a device used to measure the intensity of the curve as perceived by the driver. This information was used to determine where and what type of curve warning signs were needed on these roads. The new fluorescent sheeting is also prismatic, making it brighter.

Pedestrian crossing signs are also being upgraded from the standard yellow to the new color for these signs of fluorescent yellow-green. This sets pedestrian crossing areas apart to further increase their visibility and further enhance pedestrian safety.