



**UNITED STATES SIGN COUNCIL FOUNDATION**  
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**Study Underway**

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***Sign Illumination and Relationship to Traffic Safety.***

**On-Premise signs are increasingly subjected to regulation involving lighting restrictions, particularly internal or neon sourced illumination. This regulation either eliminates or substantially restricts the lighting of on-premise signs, and has the effect of negating one of the primary functions of signs in the nighttime environment, which is to provide the information and direction necessary to promote traffic safety, rather than to simply provide ordinary ambient light. The study is intended to measure the degree to which proper sign illumination is necessary to provide equal legibility to daylight conditions, and to determine the effect on traffic safety if established detection and legibility factors are restricted by regulation enacted without regard for the critical functioning of an on-premise sign system.**