



Missouri Highways and Transportation Commission Policies

Category: HIGHWAYS
Subcategory: Traffic Control
Sub-Subcategory: Signs

SUPPLEMENTAL GUIDE SIGNS – TRAFFIC GENERATORS

Traffic Generators (Includes College and University Signing) – Rules and Regulations

A “traffic generator” is a publicly or privately owned scenic, historical, educational, cultural, or recreational site or a natural wonder (state approved cave) which generates a large volume of traffic due to public visitors to the site each year. The Commission filed Administrative Rules in 1996 defining the criteria for Minor, Major, and Super Traffic Generators and the type of signing available for each. The rule further included rules for college or university signing.

Related Statutes: Section 226.525 RSMo

Related Rule: [7 CSR 10-17 - Traffic Generators](#)

Implementation and administration of statutes pertaining to signing for Minor, Major, and Super Traffic Generators and college and university signing will be in keeping with the Code of State Regulations, Title 7, Division 10, Chapter 17, *Traffic Generators*, as adopted by the Commission and filed with the Joint Committee on Administrative Rules and the Secretary of State.

Effective Date: December 5, 2003 – final rules

Supersedes Policy Dated: August 9, 1996 – final rules

Last Reaffirmed: November 7, 2013

Date of Origin: August 9, 1996 – final rules

Related Commission Actions: May 7, 1996; August 9, 1996; August 8, 2003; December 5, 2003; November 7, 2013 – Comprehensive Policy Review.