

ORANGE PAVEMENT MARKING

Improved visibility is goal of orange lane marking test project

As part of the Zoo Interchange project, the Wisconsin Department of Transportation will apply orange reflective epoxy paint, within a I-94 westbound work zone, just west of the Zoo Interchange. The orange pavement markings will be placed overnight Tuesday, December 2nd, weather permitting. The traditional white and yellow lane and edge markings will be replaced with an approved orange paint (see image below), which is being tested in the Zoo Interchange, with the goal to provide more clearly defined lanes in the construction zone. Last year, motorists at times experienced difficult conditions in winter work zones as salt residue on the roadway surface left the traditional white lane markings very challenging to pick out.

Orange reflective epoxy paint has been used in Canada, New Zealand and in Europe but not previously in the U.S. The Federal Highway Administration (FHWA) has granted the Zoo Interchange team the permission to use the orange paint in test areas in at least three separate locations along I-94, both east and west of the Zoo Interchange. WisDOT will track the performance of the paint under diverse weather conditions and times of day. WisDOT will also be monitoring the response of motorists to the orange lane markings.



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