



Parking Lot Signage Best Practices

Improving Safety, Security & Risk Management at Hotel Properties

Parking lots are often the first and last impression guests have of a hotel. Effective signage helps direct traffic, improve pedestrian safety, support security efforts, and reduce liability exposures associated with vehicle accidents and guest injuries.



1. Improve Traffic Flow & Wayfinding

Clear directional signage helps guests navigate the property safely and efficiently, particularly during nighttime hours, special events, and periods of high occupancy.

RECOMMENDED SIGNAGE

- + Main Entrance/Hotel Parking
- + Guest Check-In Parking
- + Valet Parking Entrance
- + Self-Parking Entrance
- + Event or Conference Parking
- + Overflow Parking
- + Accessible Parking Areas

BEST PRACTICES

- + Use reflective, high-visibility materials.
- + Ensure signs are illuminated or easily visible at night.
- + Install directional arrows to minimize confusion and unnecessary vehicle movement.
- + Place signage far enough in advance to allow drivers time to react safely.

2. Increased Housekeeping Frequency

Properly marked parking areas help prevent unauthorized parking, congestion, and conflicts between guests, employees, vendors, and visitors.

RECOMMENDED SIGNAGE

- + Hotel Guests Only
- + Reserved Parking
- + Valet Parking Only
- + Employee Parking Only
- + Visitor Parking
- + Accessible Parking
- + Electric Vehicle Charging Only



RISK MANAGEMENT TIP

Review parking designations regularly to ensure they align with current property operations and guest needs.

3. Support Safe Vehicle & Pedestrian Movement

Traffic control signage plays a critical role in reducing collisions and pedestrian accidents.

RECOMMENDED SIGNAGE

- + Stop
- + Yield
- + Speed Limit (5–10 MPH recommended)
- + Pedestrian Crossing
- + Speed Bump Ahead
- + One Way
- + Do Not Enter
- + Caution – Blind Corner

BEST PRACTICES

- + Position signs near intersections, crosswalks, and building entrances.
- + Mark pedestrian routes clearly from parking areas to hotel entrances.
- + Ensure signs remain unobstructed by landscaping, parked vehicles, or seasonal decorations.

4. Enhance Security & Guest Awareness

Visible security-related signage can deter theft, vandalism, and other criminal activity while reinforcing guest confidence.

RECOMMENDED SIGNAGE

- + Property Under Video Surveillance
- + Security Patrol On Premises
- + Lock Vehicles and Remove Valuables
- + Emergency Contact Information

BEST PRACTICES

- + Coordinate signage placement with security camera coverage.
- + Ensure parking areas are well-lit and routinely monitored.
- + Replace damaged or faded signs promptly.

5. Maintain Regulatory & Compliance Signage

Certain parking lot signage may be required by local ordinances, fire codes, accessibility regulations, or towing requirements.

RECOMMENDED SIGNAGE

- + Fire Lane – No Parking
- + Accessible Parking (ADA Compliant)
- + Van Accessible
- + Accessible Route to Entrance
- + Unauthorized Vehicles Subject to Towing
- + No Overnight Parking Without Registration

RISK MANAGEMENT TIP

Verify that signage wording, placement, and visibility comply with applicable local and state regulations.



6. Support Sustainability & Emerging Guest Needs

As more guests travel with electric vehicles, clear signage helps ensure charging stations remain accessible and operational.

RECOMMENDED SIGNAGE

- + EV Charging Only
- + Charging in Progress – No Parking
- + Preferred Parking
- + Green Vehicle Parking

BEST PRACTICES

- + Clearly identify charging locations.
- + Monitor compliance to prevent unauthorized use of charging spaces.

7. Maintenance & Inspection

Parking lot signage should be included in routine property inspections.

INSPECT REGULARLY FOR:

- + Damaged or missing signs
- + Faded lettering or symbols
- + Obstructed visibility
- + Improper placement
- + Lighting deficiencies affecting sign visibility

DOCUMENT CORRECTIVE ACTIONS

Maintain records of inspections, repairs, and replacements to support ongoing safety and risk management efforts.

Why Parking Lot Signage Matters

Effective parking lot signage can:

- + Reduce vehicle accidents and pedestrian injuries
- + Improve traffic flow and guest experience
- + Support security and crime prevention efforts
- + Strengthen regulatory compliance
- + Help reduce liability associated with parking lot incidents

Pro Tip

Conduct a parking lot signage audit at least annually and after any major property renovations. Review signage visibility during both daytime and nighttime conditions to identify gaps that may increase safety risks or guest confusion.

Quick Signage Checklist

- ☐ Directional signage clearly visible
- ☐ Traffic control signs installed and maintained
- ☐ Pedestrian crossings properly marked
- ☐ ADA and fire lane signage compliant
- ☐ Security signage visible and current
- ☐ Parking designations clearly identified
- ☐ Signage illuminated for nighttime visibility
- ☐ Damaged or faded signs replaced promptly

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