
343 MOTORIST SERVICES SIGNING

Motorist Services signing is intended for use at locations where travelers would not normally recognize or expect to find such services. Normally, Motorist Services signing shall not be provided in urban areas except for hospitals and tourist information centers. Motorist Services signing should not be installed except when justified on the basis of a traffic engineering field investigation.

Motorist Services signing shall not be installed for those services whose management discriminates against any traveler because of race, color, religion, sex, national origin, age, or handicap.

Where Motorist Services signing is used, it is desirable to reflect the extent of service by use of the following criteria. However, satisfying the criteria does not assure that Motorist Services signing shall be approved and installed.

343.1 CRITERIA

(1) GAS and/or DIESEL signs may be considered if the following criteria are met:

- a. Gasoline, diesel fuel, oil, lubrication, tire repair, and water are available; and
- b. Restroom facilities and drinking water; and
- c. Continuous operation at least 16 hours per day, seven days per week. However, facilities which are in continuous operation ten hours per day, five consecutive days per week may be considered for signing where no other facilities are within fifteen miles; and
- d. Public telephone.

(2) FOOD signs may be considered if the following criteria are met:

- a. Appropriate licenses and compliance with regulations of the Arizona Department of Health Services and of the health department of local jurisdictions; and
- b. Continuous operation to serve three meals per day, seven days per week. However, facilities which are in continuous operation to serve three meals per day, five consecutive days per week may be considered for signing where no other facilities are within fifteen miles; and
- c. Public telephone.

(3) LODGING signs may be considered if the following criteria are met:

- a. Five or more units of sleeping accommodations are available; and
- b. Public telephone; and
- c. Have appropriate licenses.

(4) CAMPING signs may be considered if the following criteria are met:

- a. Compliance with regulations of the Arizona Department of Health Services and of the health department of local jurisdictions; and
- b. Licensed for private operation or operation by a governmental agency; and
- c. Accessible to and capable of handling all common types of travel trailers and recreational vehicles; and
- d. Equipped to handle a minimum of 15 vehicles; and
- e. Sanitary facilities and drinking water are available; and
- f. Available all year around unless camping in the general area is of a seasonal nature, in which case the facilities in question shall be open to the public the entire season. The facilities shall be open to the public 24 hours per day, seven days per week during this period.
- g. Commercial campgrounds shall meet all of the following additional requirements:
 - i. Adequate signing for the campground is not provided by the Logo Sign Program or near the State highway right-of-way; and
 - ii. The campground is not readily visible from the highway; and

(5) HOSPITAL signs may be considered if the medical facility:

- a. Accepts all emergency medical cases; and
- b. Has a licensed physician in attendance 24 hours per day, seven days per week; and
- c. Provides full hospital services with inpatient care; and

- d. Is readily accessible from the roadway and the local governmental jurisdiction will provide the necessary off-system signing to the facility; and
- e. An authorized agent of the medical facility provides written notice that the facility meets the above criteria and verifies that signing is desired.

NOTE: Physician in attendance means:

- a. Physician on duty within the emergency department; or
- b. Registered nurse on duty within the emergency department, with a physician in the hospital on call.

(6) STAR OF LIFE signs, symbol of Emergency Medical Services (EMS), may be considered when the medical facility meets the following criteria:

- a. Accepts all emergency medical cases; and
- b. Has a licensed physician who is either in attendance or is available for immediate consultation by a certified physician's assistant or paramedics 24 hours per day, seven days per week; and
- c. Does not have full hospital facilities; and
- d. Does not provide inpatient care; and
- e. Is readily accessible from the roadway and the local governmental jurisdiction will provide the necessary off-system signing to the facility; and
- f. An authorized agent of the medical facility provides written notice that the facility meets the above criteria and verifies that signing is desired.

When used, the EMS symbol shall be supplemented by a sign with the legend EMERGENCY MEDICAL CARE. The EMS symbol shall not be used in combination with the hospital H sign to refer to the same facility.

(7) PHONE signs may be considered where a public telephone is in continuous operation seven days per week and is located where a telephone would not normally be expected. A PHONE sign shall not normally be installed if gas, diesel, food, or lodging is available and is signed.

(8) ARIZONA TOURIST INFORMATION signs may be considered in the same manner as other Motorist Services signs if the following criteria are met:

- a. The tourist information center is approved by the Arizona Office of Tourism; and
- b. The tourist information center is conveniently located from the roadway and within a reasonable distance from the turnoff designated by the sign, normally one mile.

The name of the operating agency, operating community, operating group, or operating enterprise shall not appear in the legend of the ARIZONA TOURIST INFORMATION sign. A supplemental guide plaque may be mounted beneath the ARIZONA TOURIST INFORMATION sign which identifies the location of the tourist information center where it is not recognizable from the crossroad and where trailblazing signs alone will not provide adequate directional information to motorists. Only one tourist information center per community shall be considered for signing.

(9) Trash Receptacle signs may be considered where trash/litter containers are located within the State highway right-of-way and where the trash container is the only available service.

(10) The Handicapped symbol sign may be considered at rest areas where paved ramps and restroom facilities are accessible to, and usable by, the physically handicapped.

(11) The POLICE sign may be considered to identify law enforcement facilities which are staffed 24 hours per day, seven days per week, and personnel are available to provide information and assistance to the traveler.

(12) The Forest Service Ranger Station symbol sign may be considered if the ranger station is staffed throughout the year, is available to provide information and assistance to the traveler, and is within a reasonable distance from the turnoff designated by the sign, normally one mile.

(13) The NEXT SERVICES ___ MILES sign may be considered where the distance to the next service(s) is over 10 miles.

(14) The NO SERVICES sign may be considered where no services are available at a location where services would normally be expected.

(15) VENDING MACHINES signs may be considered for rest areas where both beverages and food snacks are available to the public and where the vending machines are maintained by the State's authorized representative.

For gas, food, and lodging services, Motorist Services signing is normally installed where such services are available within one mile from the roadway turnoff or, on freeways, the exit ramp terminal. However, Motorist Services signing shall be considered for these services if they are located within three miles of the turnoff or exit ramp terminal. Where services are not visible or recognizable from the roadway turnoff or freeway exit ramp

terminal, the distances to the services from the turnoff or freeway exit ramp terminal should be shown for those services which are located more than one mile from the turnoff or freeway exit ramp terminal.

For camping services, Motorist Services signing is normally installed where services are within five miles from the roadway turnoff or freeway exit ramp terminal. Where services are not visible or recognizable from the roadway turnoff or freeway exit ramp terminal, the distances to the services from the turnoff or freeway exit ramp terminal should be shown for those services which are located more than one mile from the turnoff or freeway exit ramp terminal.

In rural areas where it is unlikely that additional motorist services shall be provided in the near future, a single sign displaying one to three services may be installed at the same location as the outermost advance, ground-mounted guide sign. Should additional services become available at such locations in the future, the original services sign panel shall be replaced with an independently-mounted services sign displaying all available services and providing space for additional services. Normally, such signs shall require a provision for no more than six services. Where more than three services are available at the time of initial signing, a separate sign panel shall be installed displaying all available services and provide space for future services.

For locations where all of the businesses which qualify for a Motorist Services sign have signed lease agreements with the Logo Sign Program contractor, the services sign should be removed.

For locations where Motorist Services signing is installed, additional trailblazer signing shall be installed for services which are not located on the crossroad referenced by the Motorist Services signing, and elsewhere, where necessary. Trailblazer signing shall be installed by local agencies for the logical direction of traffic to the service for which signs are installed. Such additional signing shall be installed off State highway right-of-way and shall normally be in place before Motorist Services signing is installed on the highway.

The message on Motorist Services signing may be composed of literal text or symbols. The message format of Motorist Services signing shall be consistent within each installation including any additional trailblazer signing.

Motorist Services signs normally consist of a white legend and border on a blue background. However, where Motorist Services signing is used in conjunction with Recreation Area signing, the Motorist Services signing color format shall be determined as follows:

- a. Where services are within the boundaries of the recreational facility, Motorist Services signing shall have white legend on a brown background, complementing the white on brown Recreation Area signing.

b. Where services are not within the boundaries of the recreational facility, even though they may be adjacent, the Motorist Services signing shall have a white legend and border on a blue background, supplementing the Recreation Area signing.

c. Where some services are within the boundary of the recreational facility and some are outside, intermixing of the blue and brown colors should not normally be permitted. The preferred treatment is to install those Motorist Services signs pertaining to the recreational facility at the same location as the outermost recreational area guide sign, and to install a separate SERVICES ONLY sign for those services that are not within the boundaries of the facility.

The intent in the above use of blue and brown services signing is to define and separate, by color and installation, those services associated with the recreational facility from those which are not associated with the facility. When both private campgrounds and campgrounds operated by a governmental agency are within the boundary of a recreational facility, intermixing of the blue and brown colors is permitted.

343.2 SERVICES SIGNING FOR FREEWAYS

Services signing for freeways shall be consistent with the criteria described above in the general discussion of Motorist Services signing as well as the following criteria, which is specifically for freeways.

Services signing should normally only be provided where:

- (1) The traveler can return to the freeway and continue in the same direction of travel; and
- (2) Services exist within a reasonable distance of the exit and can be conveniently reached by an unfamiliar driver without confusion and undue delay; or
- (3) Services exist on a connecting parallel roadway, such as a frontage road or business loop route, and where such services can be reached without an unreasonable increase in travel time or distance from the freeway.

Motorist Services signing shall be installed at one sign location only on the mainline roadway in advance of the exit and normally at the same location as the advance guide sign (1/2 MILE). Where services are not within sight of the interchange, services signing shall be repeated, in smaller size, on the intersecting crossroad, ramp terminal, or frontage road, as appropriate. Such trailblazer signing shall display arrows indicating the direction to the services, and where appropriate, the distance.

Where the NO SERVICES sign is used, it shall be located at the same location as the advance guide sign (1/2 MILE).

The NEXT SERVICES ___ MILES sign, where used, shall be installed at the same location as the exit direction sign. It is advisable to install the NEXT SERVICES ___ MILES sign when the NO SERVICES sign is used.

HOSPITAL or STAR OF LIFE symbol signing may be installed to identify hospitals or emergency medical facilities which are within one mile of the freeway exit ramp terminal, and which meet criteria described above in the general discussion of Motorist Services signing. If the emergency medical facility is further than one mile, but not more than five miles in an urban area or fifteen miles in a rural area from the exit ramp terminal, consideration shall be given to signing for the facility if the normal driving time to that facility is less than the driving time to the next emergency medical facility that is within one mile of the exit ramp terminal.

343.3 SERVICES SIGNING FOR CONVENTIONAL ROADWAYS

Services signing for roadways other than freeways shall be consistent with the criteria described above in the general discussion of Motorist Services signing as well as the following criteria, which is specifically for conventional (non-freeway) roadways.

Motorist Services signing on conventional highways shall be reserved for rural areas where the availability of services is not apparent or would not be expected.

Motorist Services signing shall normally be required only for emergency medical facilities, trash containers, and those services associated with recreation areas. However, signing for other services may be considered if the services are:

- (1) Located in a remote area, and
- (2) Within reasonable distance of the roadway, and
- (3) A traffic engineering investigation shows that Motorist Services signing is justified.

Where practicable, Motorist Services signing for recreation areas shall be incorporated into the advance guide signs for the recreational area. Additional trailblazer signing shall be provided at the immediate turnoff where directional information is necessary.

Where Motorist Services signing is not incorporated into the guide sign face, a separate Motorist Services sign should be installed at the same location as the outer-most guide sign for the turnoff. Additional trailblazer Motorist Services signing should be provided

at the same location as the turnoff sign where services are reached via different directions at the turnoff. Where appropriate, further trailblazer signing shall be provided by the local agency for the logical direction of traffic to the services for which signs are installed.

Where individual services signs are installed, such as for an emergency medical facility or trash container, two signs shall be required for each direction of travel, one at the turnoff and one in advance of the turnoff. The installation of the turnoff sign shall have an arrow describing the direction to the service and, where appropriate, the distance. The advance guide sign should be installed from 500 feet to one mile in advance of the turnoff and shall display the distance to the turnoff. Additional trailblazer signing off the State highway right-of-way shall be provided by the local agency or, where applicable, the agency having authority over the service.