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## **335 DESIGNATION OF HIGHWAY NAMES & FEATURES**

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Requests for designation of highways and highway features may be initiated by any interested individual, group, or agency.

The process for consideration of parkways, historic, and scenic highways is initiated by requesting a designation in writing to the Parkway, Historic, and Scenic Roads Advisory Committee (PHSRAC) per the guidelines contained in the Application Procedure for Designation of Parkways, Historic, and Scenic Roads in Arizona. The PHSRAC then makes recommendations to the State Transportation Board for the designation of favorable routes.

Requests for naming all State highway and highway features other than parkways, historic, and scenic roadways are to be submitted in writing to the Arizona State Board on Geographic and Historic Names (BGHN) for evaluation and recommendation. If the name would be appropriate according to the BGHN, the PHSRAC may submit the name to the State Transportation Board for its consideration.

Names memorializing a highway, bridge, or other feature of a highway should not appear on or along a highway or be placed on or adjacent to bridges or other highway features. The installation of non-essential supplemental guide signing can reduce the effectiveness of other more important guide signs by overloading the driver's capacity to receive and make decisions on received messages. This type of signing is best implemented by placing memorial plaques in rest areas, scenic overlooks, or other appropriate locations where parking is provided with the signing inconspicuously located relative to vehicle operations along the highway.

If installation of a memorial plaque off the main roadway is not practicable, memorial signs may be erected on the mainline provided that:

- a. They are independent of other guide and directional signing, and
- b. They do not adversely compromise the safety or efficiency of traffic flow. The signing shall be limited to one sign at an appropriate location in each route direction.

Memorial names should not appear on supplemental signs nor on any other information sign either on or along the highway or its intersecting routes.