
338 WAYFINDING SIGNS

338.1 PURPOSE

The purpose of these guidelines is to establish procedures for the installation of wayfinding guide signs within the State highway right-of-way. These guidelines include eligibility requirements, design, location and installation requirements, and maintenance.

Wayfinding guide signs are used to aid travelers in identifying and locating their travel destinations with guidance to major civic, cultural, visitor, and recreational destinations within a specified region with the minimum number of signs. They should be part of a systematic network of directional signs installed and maintained by a local agency to guide road users to destinations of local or regional interest. By the use of such signage, a region's most prominent features, attractions, and assets may be identified and signed, but only as required to serve visitor guidance.

338.2 DEFINITIONS

Conventional Road – A street or highway other than a low volume road, expressway, or freeway.

Identification Enhancement Marker – A portion of a sign where a shape, color or pictograph is used as a graphic identifier at the top or side of and incorporated into a wayfinding guide sign.

Pictograph – For the purposes of wayfinding signs, a pictograph is a pictorial representation used to identify a governmental jurisdiction, an area of jurisdiction, a governmental agency, a military base or branch of service, or a government-approved public university or college.

338.3 GENERAL GUIDELINES

Wayfinding signs may be considered for installation on conventional roads on the State Highway System in accordance with the MUTCD chapter on guide signing for conventional roads, provided that the local agency applying for the signs conforms to the following:

- 1. Wayfinding signs shall only be allowed under an approved encroachment permit issued by the Department, and shall be installed and maintained by the local public agency or designated permittee at no cost to the Department.**
- 2. Wayfinding signs shall only be installed on ADOT highways where the public agency has already developed and implemented its own wayfinding sign program.**
- 3. Wayfinding signs shall be placed outside the clear zone or, if placed within the clear zone, shall be crashworthy.**
- 4. The placement of wayfinding signs shall conform to the location criteria defined in the MUTCD chapter on guide signing for conventional roads.**

5. **Existing specific service or other supplemental signing shall only be replaced by wayfinding signing upon written approval from the Department.**
6. **No more than one wayfinding sign shall be placed in advance of a given approach to an intersection.**
7. **A wayfinding sign shall not display more than three destinations.**

338.4 ROLES AND RESPONSIBILITIES

To implement a wayfinding sign program involving state highways, a public agency must submit a Wayfinding Guide Sign System Plan to the appropriate ADOT District via the encroachment permit process for approval. The Wayfinding Guide Sign System Plan should include information on the agency's existing wayfinding sign program, a detailed map defining the proposed locations where signs are to be installed, and graphical representations of the sign formats to be used. **In addition, the public agency shall provide ADOT with detailed information on the sign design, including foundations and posts. These details shall be in accordance with ADOT specifications and standard drawings.**

All maintenance of wayfinding signs on state highways shall be solely the responsibility of the permittee. Wayfinding signs shall be subject to removal or relocation, at the permittee's expense, depending upon ADOT's need to satisfy regulatory, warning, or other guide sign requirements. In addition, the public agency shall remove a wayfinding sign if it has not provided a replacement sign within 60 calendar days of written notification from ADOT that the sign is damaged, broken, faded, or has become a hazard.

338.5 WAYFINDING SIGN DESIGN

Wayfinding signs shall be designed in accordance with the requirements of the MUTCD. Signs placed solely for the benefit of pedestrian traffic shall not be retroreflective, while signs intended for vehicular traffic shall be retroreflective or illuminated. The requirements for sign illumination shall not be considered to be satisfied by street or highway lighting. Except for signs intended for viewing only by pedestrians, bicyclists, or occupants of parked vehicles, internet addresses shall not be shown on any sign, supplemental plaque, or sign panel. Pictographs may be used, but wayfinding signs shall not contain commercial advertising or commercial graphics (logos) of businesses, including within the pictographs. Abbreviations, if used, should be kept to a minimum, and should include only those approved in the MUTCD.

338.6 TYPES OF WAYFINDING SIGNS

1. Boundary Area Guide Signs

Boundary area guide signs are informational guide signs placed at the boundaries of the geographical area of the wayfinding guide signing. If the Wayfinding Guide Sign System Plan uses color coding, boundary area guide signs identify the use of the color coding for the various districts, regions or destinations within the area. **These signs shall have a green background with white legend as required by the MUTCD. The color**

coding shall be accomplished by the use of different colored square or rectangular panels on the face of the guide signs as described in the MUTCD chapter on guide signing for conventional roads.

2. Identification Enhancement Markers

Identification enhancement markers may be used, at the option of the city as a means of aesthetically identifying the wayfinding guide sign. An enhancement marker may be on the top or side of a wayfinding guide sign. All designs for identification enhancement markers involving signs on state highways are subject to approval by ADOT prior to fabrication or installation. **The size and shape of an enhancement marker shall be smaller in comparison to the wayfinding guide signs themselves. Identification enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.**

3. Vehicular Directional Signs

A vehicular directional wayfinding guide sign may be installed on conventional roadways to provide directional guidance to destinations or groups of destinations (i.e. Historic District, Medical Complex, etc.). **Vehicular directional signs shall be limited to 3 destinations per sign and shall not contain commercial advertising. In regard to location priority, regulatory, warning and guide signs shall have a higher priority than wayfinding signs.** See Figure 338-1 for an example of a vehicle directional wayfinding guide sign.

4. Pedestrian Directional Signs

Pedestrian directional signs are intended for viewing by pedestrians and should be oriented away from the view of motorists. Pedestrian directional signs may be incorporated into kiosks and may contain maps of the area. The design, installation, and maintenance of pedestrian directional signs are the full responsibility of the public agency.

Figure 338-1. Example of Wayfinding Sign and Identification Enhancement Marker

