
343 GENERAL SERVICE SIGNING

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

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

Where General Service 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 General Service signing shall be approved and installed.

All new general services signing (except for hospitals and Arizona Tourist Information) should be of the symbol type as depicted in the D9 series of symbolic service signs, except that Hospital and Arizona Tourist Information signing combined with other services should be of symbol type, but hospital and Arizona Tourist Information signs mounted independently with no other services may be of the word-legend type. Existing word-legend General Service signing may remain for the rest of its service life or until replaced by symbolic signing. The type of services signing (word legend or symbol) should be consistent within each installation, including any additional trailblazer signing.

343.1 CRITERIA

- (1) Gas, Diesel, CNG, E85, and/or EV signs may be considered if the following criteria are met:
 - a. Fuel (of the designated type or types) and water are available; and
 - b. Restroom facilities and drinking water are available; 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.
- (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.
- (3) Lodging signs may be considered if the following criteria are met:
- a. Five or more units of sleeping accommodations are available; and
 - b. 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.
- (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:
 - Physician on duty within the emergency department; or

- Registered nurse on duty within the emergency department, with a physician in the hospital on call.
- (6) Star of Life signs 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.
 - g. If used, the EMS symbol should be supplemented by a sign with the legend EMERGENCY MEDICAL CARE. **The EMS symbol shall not be used in combination with a hospital 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 maintained.
- (8) Arizona Tourist Information signs may be considered in the same manner as other General Service 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.
 - c. **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 travelers. **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 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 fuel, food, and lodging services, General Service signing is normally installed where such services are available within one mile from the roadway turnoff or, on freeways, the exit ramp terminal. However, General Service signing should 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, General Service 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 more than three services are available at the time of initial signing, a separate sign panel should be installed displaying all available services and providing space for up to six services. In rural areas where it is unlikely that additional general services may be provided in the near future, a single sign displaying one to three services may be installed beneath one of the advance post-mounted guide signs. Should additional services become available at such locations in the future, the original services sign panel should be replaced with an independent-mounted services sign displaying available services (up to six).

For locations where General Service signing is installed, additional trailblazer signing should be installed for services which are not located on the crossroad referenced by the General Service signing, and elsewhere if needed. Trailblazer signing should be installed by local agencies for the logical direction of traffic to the service for which signs are installed. Such additional signing should normally be in place before General Service signing is installed on the highway.

Recreational and cultural services signing may be used to supplement general services signing, but only for services that do not have a standard general services sign. The mixing of blue-background general services signs and brown-background recreational and cultural interest signs on the same panel should be avoided.

343.2 SERVICE SIGNING FOR FREEWAYS

Service signing for freeways should be consistent with the criteria described in Section 343.1 as well as the following criteria, which are specifically for freeways.

Symbol-type services sign panels on freeway mainline should be a minimum size of 30" in height.

On 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.

Where services are not within sight of the interchange, services signing should be repeated, in a smaller size, on the intersecting crossroad, ramp terminal, or frontage road, as appropriate. Such trailblazer signing should display arrows indicating the direction to the services.

Where the No Services sign is used on freeways, it should be installed beneath the post-mount advance guide sign typically placed 1/2 mile in advance of the interchange.

The Next Services ___ Miles sign, where used, shall be installed the post-mounted exit direction sign.

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 General

Service 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 SERVICE SIGNING FOR CONVENTIONAL ROADWAYS

Service signing for roadways other than freeways should be consistent with the criteria described in Section 343.1 as well as the following criteria, which is specifically for conventional (non-freeway) roadways.

General Service signing on conventional highways should be reserved for rural areas where the availability of services is not apparent or would not be expected. General Service signing should normally be installed 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 General Service signing is justified.

Where General Service signing is not incorporated into the guide sign face, a separate General Service sign should be installed in the sign sequence for the intersection. Additional trailblazer General Service 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 should 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 should be installed for each direction of travel, one at the turnoff and one in advance of the turnoff. The installation of the turnoff sign should 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 may display the advance distance to the turnoff. Additional trailblazer signing off the State highway right-of-way may be provided by the local agency or, where applicable, the agency having authority over the service.