

2G-5 SPECIFIC SERVICE SIGNING

2G-5.1 Application of Specific Service Signs

Specific service signs provide travelers with business identification and directional information for essential motorist services. The signs may be used on any class of highway and are intended for use primarily in areas rural in character. The use of specific service signs should be based on a determination of motorist need for this type of signing.

Specific service signs, if used, shall carry word legends for one or more of the following services, GAS, FOOD, LODGING, OR CAMPING, along with an appropriate directional legend such as NEXT RIGHT, SECOND RIGHT or directional arrows, the exit number where applicable, and one or more separately attached business logos. The signs shall have white reflectorized uppercase letters, numbers, arrows, and borders on a blue background. The signs may be illuminated. Typical specific service signs are shown in Figure 2-47.

The number of signs shall be limited to one for each type of service along an approach to an interchange or intersection. The number of logos permitted on a sign is specified in Sections 2G-5.5 and 2G-5.6.

In the direction of traffic, successive specific service signs shall be those of CAMPING, LODGING, FOOD, and GAS in that order. The signs should be located so as to take advantage of natural terrain, to have the least impact on the scenic environment, and to avoid visual conflict with other signs within the highway right-of-way. Unprotected sign supports located within the clear zone shall be of a breakaway type of design. Typical sign locations are shown in Figure 2-48.

2G-5.2 LOGOS

A business logo, which may consist of the business identification symbol, name, brand, trademark, or combination, shall be shown on a separate panel which is attached to the specific service sign. Logos shall have a blue background with a white legend and border. The principle legend should be at least equal in height to the directional legend on the sign. Where business identification symbols or trademarks are used alone for a logo, the border may be omitted, the symbol or trademark shall be reproduce in the colors and general shape consistent with customary use, and any integral legend shall be in proportionate size.

Messages, symbols, and trademarks which resemble any official traffic control device shall not be used.

2G-5.3 Size of Logos and Signs

Each logo, including its border, when attached to a specific service sign, shall be contained within a rectangular background area which shall not exceed the dimensions shown in Table II-4 for the applicable class of highway and location. Category 1 sizes are for use on expressways where access to crossroads is provided by at-grade intersections. Category 2 sizes are intended as alternates for signing at-grade intersections located between interchanges on expressways. Category 2 sizes shall be used only in conformance with the State signing policy specified in Section 2G-5.8.

Table II-4 Logo Sizes

Class of Highway	GAS		FOOD LODGING CAMPING	
	Width	Height	Width	Height
Freeway (Section 2F-1)	48"	36"	60"	36"
Expressways (Section 2E-1)				
Interchanges	48"	36"	60"	36"
Intersections—Category 1 . . .	36"	24"	36"	24"
Intersections—Category 2 . . .	48"	36"	60"	36"
Conventional Roads	24"	18"	24"	18"

Sign sizes must be fixed primarily in terms of the amount and height of legend and the number and size of logos attached to the sign. The vertical and horizontal spacing between logos shall not exceed 8 inches and 12 inches, respectively. Reference shall be made to Sections 2A-19, 2E-12, and 2F-12 for information on borders and on interline and edge spacing.

2G-5.4 Size of Lettering

All letters and numerals on specific service signs, other than on the logos, shall conform to the sizes specified in Table II-5. Letter sizes specified for Expressway Intersections, Category 2, shall be used only in

Table II-5—Letter and Numeral Sizes for Specific Service Signs

	Freeways	Expressways			Ramps and Conventional Highways
		Interchanges	Intersections		
			Category 1	Category 2	
Services	10"	10"	6"	10"	4"
Action Message	10"	10"	6"	10"	4"
Exit Legends					
Words	10"	10"			
Numeral	10"	10"			
Letter	10"	10"			

conjunction with Category 2 logo sizes given in Table II-4. Arrow details are provided in the publication "Standard Highway Signs." *

2G-5.5 Signing at Interchanges

When used on freeways or at interchanges on expressways, a separate specific service sign shall be used for each type of service for which logos are displayed. Exceptions may be made at remote rural intersections. The specific service signs shall be erected between the previous interchange and 800 feet in advance of the exit direction sign at the interchange from which the services are available. There should be at least 800 feet spacing between the signs. Excessive spacing is not desirable. Specific service signs should not be erected at an interchange where the motorist cannot conveniently reenter the freeway or expressway and continue in the same direction of travel.

At single-exit interchanges, the name of the type of service followed by the exit number shall be displayed on one line above the logos. At unnumbered interchanges, the directional legend NEXT RIGHT (LEFT) shall be substituted for the exit number. The GAS specific service sign shall be limited to six logos; the FOOD, LODGING, and CAMPING specific service signs shall be limited to four logos each.

At double-exit interchanges, the specific service signs shall consist of two sections, one for each exit. The top section shall display the logos for the first exit and the lower section shall display the logos for the second exit. The name of the type of service followed by the exit number shall be displayed in a line above the logos in each section. At unnumbered interchanges, the legends NEXT RIGHT (LEFT) and SECOND RIGHT (LEFT) shall be substituted for the exit numbers. Where a type of motorist service is to be signed for at only one exit, one section of the specific service sign may be omitted, or a single-exit interchange sign may be used. The number of logos on the sign (total of both sections) shall be limited to six for GAS and four each for FOOD, LODGING, and CAMPING.

In remote rural areas, where not more than two qualified facilities are available for each of two or more types of services, logos for two types of services may be displayed on the same sign. Not more than two logos for each type of service shall be displayed in combination on a sign. The name of each type of service shall be displayed above its respective logo(s), and the exit number shall be displayed above the names of the types of services. At unnumbered interchanges, the legend NEXT RIGHT (LEFT) shall be substituted for the exit number. Logos should not be combined on a sign when it is anticipated that additional service will become available in the near future. When it becomes necessary to display a third logo for a type of service displayed in combination, the logos involved shall then be displayed as required at single- or double-exit interchanges.

* Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Exit ramp signs shall be installed at single-exit interchanges along the ramp or at the ramp terminal for service facilities which have specific service signs along the main roadway, but are not visible from the ramp terminal. Ramp signs for visible facilities may be omitted. Ramp signs shall be duplicates of the corresponding specific service signs along the main roadway, but reduced in size. They may be installed along the crossroad. The signs should include the distances to the service installations. Directions shall be indicated by arrows. The minimum letter height should conform to Table II-5, except that any legend on a symbol shall be proportional to the size of the symbol. Ramp signing may be used on ramps and crossroads at double-exit interchanges.

2G-5.6 Signing at Intersections

When specific service signs are used on conventional roads and at intersections on expressways, they should be erected between the previous interchange or intersection and 300 feet in advance of the intersection from which the services are available. The spacing between signs should be determined on the basis of an engineering study. Signs similar to exit ramp signs may be provided on the crossroad. Logos should not be displayed for a type of service for which a qualified facility is visible from a point on the traveled way 300 feet from the intersection.

Each specific service sign should be limited to four logos. Not more than four logos for each type of service should be displayed along each approach to the intersection. A maximum of two logos for each two different types of services may be combined on the same sign. The name of each type of service shall be displayed above its logo(s), together with an appropriate legend such as NEXT RIGHT (LEFT) or a directional arrow.

2G-5.7 Guidelines for Specific Service Signing

Use of specific service signing should conform to the following guidelines:

1. Eligible service facilities shall comply with laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and laws concerning the licensing and approval of service facilities.

2. Distances to eligible services should not exceed 3 miles in either direction, except that, if within the 3 miles limit, services of the type being considered are not available, the limit of eligibility may be extended in 3 mile increments until one or more services of the type being considered, or 15 miles, whichever comes first, are reached.

3. The use of GAS signs including:

- (1) vehicle services including fuel, oil, tire repair, and water;
- (2) restroom facilities and drinking water;

(3) continuous operation at least 16 hours per day, 7 days per week, for freeways and expressways, and continuous operation at least 12 hours per day, 7 days per week, for conventional roads; and

(4) telephone.

4. The use of FOOD signs including continuous operations to serve three meals a day, 7 days a week and a telephone.

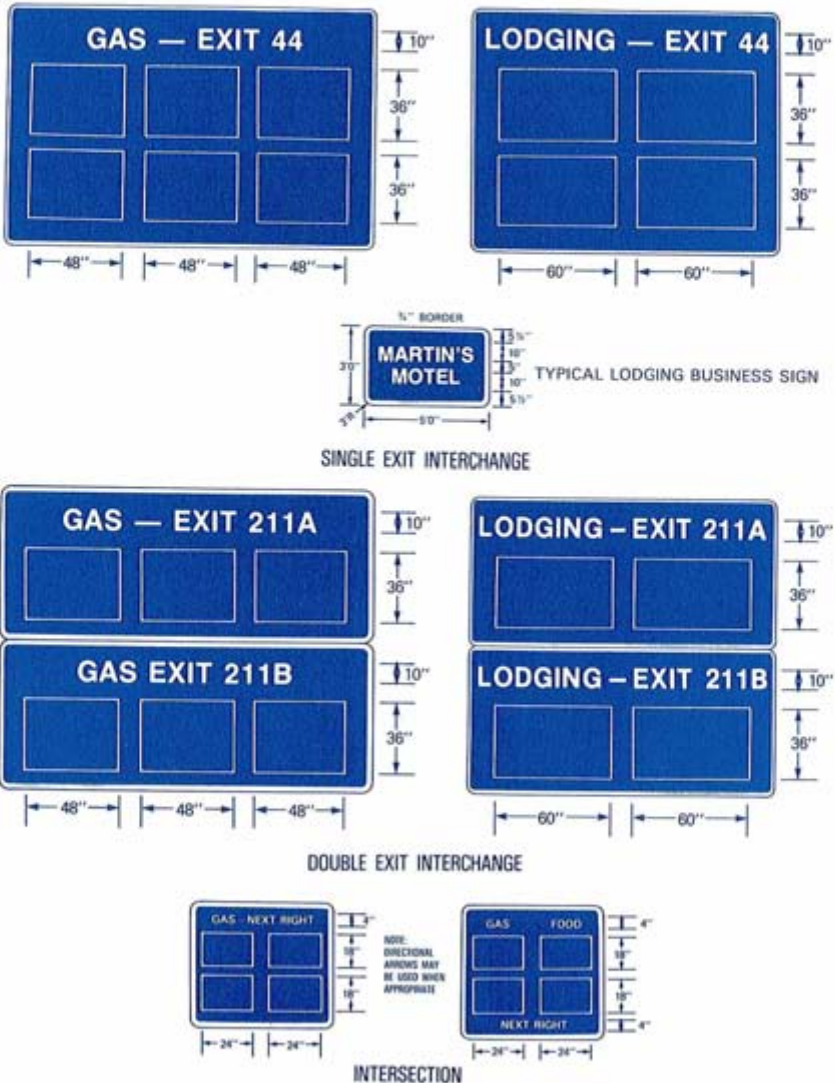


Figure 2-47. Typical Specific Service Signs

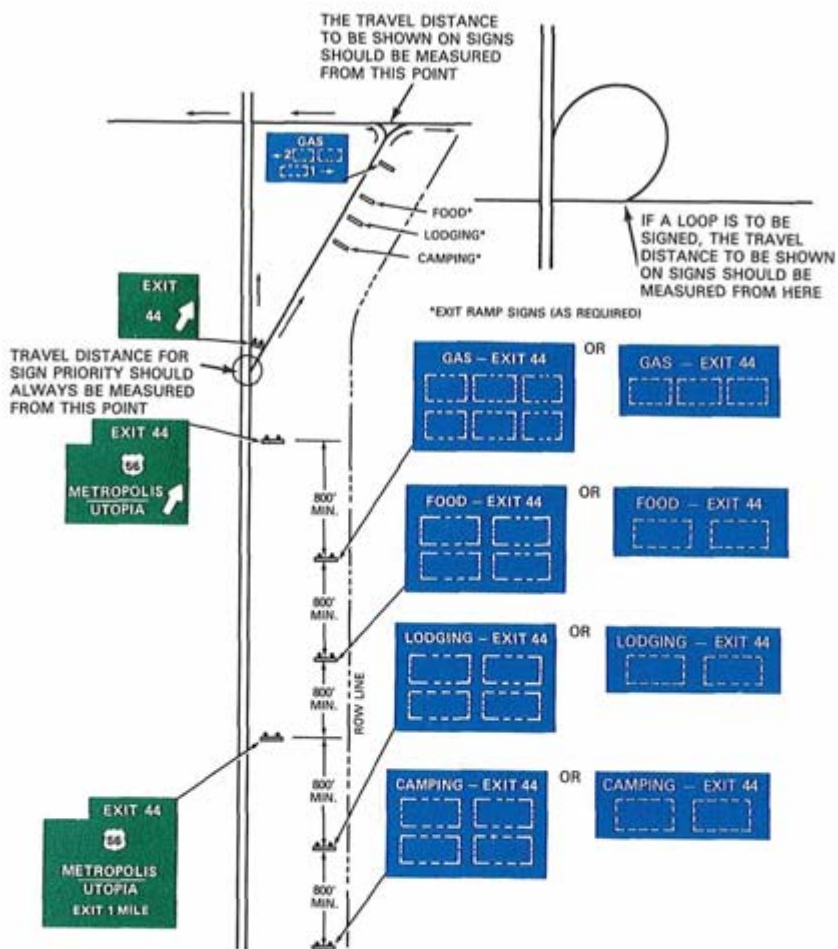


Figure 2-48. Typical Signing for Interchanges

5. The use of LODGING signs including adequate sleeping accommodations, and a telephone.
6. The use of CAMPING signs including adequate parking accommodations, modern sanitary facilities, and drinking water.

2G-5.8 Signing Policy

Each agency with highway jurisdiction that elects to use specific service signs should establish a signing policy which includes, as a minimum, the Provisions of Section 2G-5.7 and the following criteria:

1. Selection of eligible businesses.
2. Distances to eligible services.

3. The use of logos and legends conforming to the requirements of Tables II-4 and II-5.

4. Removal or covering of logos during off seasons for business operating on a seasonal basis.

5. The circumstances, if any, in which specific service signs may be used outside rural areas.

6. Determination of the costs to businesses for initial permits, installations, annual maintenance, removal, etc., of logos.

J. SIGNING FOR CIVIL DEFENSE

II-1(c)
Rev. 4

2J-1 Civil Defense Emergencies

Advance planning of local action in response to warning of an attack is the responsibility of State and local authorities. The Federal Government will provide guidance to the States as necessitated by changing circumstances. Civil defense signing is a tool of contingency planning. It is not possible to be sure in advance that any hazardous conditions will, or will not occur at any given place. First emphasis must be given to planning the use of the best shelter available at any time. The fallout shelter is the core of civil defense.

Mass evacuation is not a fruitful planning contingency by itself. Evacuation planning without shelter planning is self-defeating. Signing for preattack evacuation to distant shelters may be thought desirable as an alternative for some communities. Contingency planning for postattack evacuation is desirable for all communities. Plans have been developed for the control of highway traffic under emergency conditions such as could result from accidental disaster or enemy attack. Particularly these plans are concerned with possibilities of nuclear warfare.

In the event of disaster there will be a closing of highways that cannot be used, a controlled operation of certain designated highways, the establishing of regulation posts for the expediting of essential traffic, and the provision of emergency centers for civilian aid.

To guide and control highway traffic in an emergency, special highway signs will be needed. The signs here specified have been approved and are here prescribed as standard for use when and where applicable in the civil defense program.

These emergency signs will not permanently displace any of the standard signs that are normally applicable, and as conditions permit they should be replaced or augmented by standard signs.

The nature, scope and operation of emergency highway traffic regulation in time of emergency brought about by an enemy nuclear attack are discussed in "A Guide for Highway Traffic Regulation in an Emergency" available from the Federal Highway Administration (HTO-33), Washington, D.C. 20590.

2J-2 Design of Civil Defense Signs

II-1(c)
Rev. 4

For economy in stockpiling and in emergency fabrication, all the special civil defense signs, with the exception of the Evacuation Route Marker, are designed for a single size of plate measuring 24 by 30 inches, and have

a black legend and border on a white background. The background should be reflectorized.

In an emergency these signs may be needed in large numbers and are for essentially temporary use. Consideration should accordingly be given to their fabrication from any light and economical material that can serve through the emergency period.

Any of these signs may be accompanied by a standard triangular marker for marking areas contaminated by biological and chemical warfare agents and radioactive fallout.

Signs such as "In Case of Enemy Attack this Highway Will be Closed" or "Civil Defense Highway" or "Emergency Route for Civil Defense" shall not be used.

2J-3 Evacuation Route Marker (CD-1)

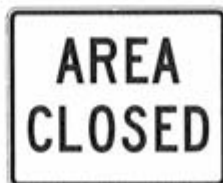
II-1(c)
Rev. 4

The Evacuation Route Marker shall be circular, having a minimum outside diameter of 18 inches, carrying a directional arrow and the legend EVACUATION ROUTE. The standard Civil Defense Symbol, CD inscribed in a triangle within a ring, shall appear near the bottom of the sign, with a diameter of 3 1/2 inches. The legend, arrow, symbol, and border shall be in white on a blue background. At least the arrow and border shall be reflectorized. The arrow designs shall include a straight vertical arrow pointing upward, a straight horizontal arrow pointing to left or right, and a bent arrow pointing to left or right for advance warning of a turn. The arrow may be a separate unit attached to the face of the sign. The marker format may also be used on a nonreflectorized, white, square plate.

The Evacuation Route Marker, with the appropriate arrow, shall be erected 150 to 300 feet in advance of, and at, any turn in an approved evacuation route, and elsewhere for straight-ahead confirmation where needed. In urban areas it shall be mounted at the right of the roadway, not less than 7 feet above the top of the curb, and at least 1 foot back from the face of the curb. In rural areas it shall be not less than 5 feet above the crown of the roadway and 6 to 10 feet to the right of the roadway edge.



CD-1
18" diameter (blue)



CD-2
30" x 24"

Evacuation Route Markers shall not be placed where they will conflict with normal signs. Where conflict in placement would occur between the Evacuation Route Marker and a standard regulatory sign, the latter shall take precedence. In case of conflict with a standard informational sign the civil defense sign may take precedence.

Placement of Evacuation Route Markers should be made under the supervision of the officials having jurisdiction over the placement of normal traffic signs, but coordination with Civil Defense authorities and agreement between contiguous political entities will be necessary to assure continuity of routes.

2J-4 Area Closed Sign (CD-2)

II-1(c)
Rev. 4

The AREA CLOSED sign shall be used to close a roadway entering an area from which all traffic is excluded because of dangerous radiological or biological contamination. It shall be erected on the shoulder as near as practicable to the right-hand edge of the roadway, or preferably on a portable mounting or barricade partly or wholly in the roadway. For best visibility, particularly at night, its height should not normally exceed 4 feet from the pavement to the bottom of the sign. Unless adequate advance warning signs are used, it should not be so placed as to create a complete and unavoidable blockade. Where feasible, the sign should be located at an intersection that provides a detour route.

2J-5 Traffic Regulation Post Sign (CD-3)

II-1(c)
Rev. 4

The STOP-TRAFFIC REGULATION POST sign shall be used to designate a point where an official post has been set up to impose such controls as are necessary to limit congestion, expedite emergency traffic,



CD-3
30" x 30"
30" x 24"



CD-4
24" x 30"

exclude unauthorized vehicles, or protect the public. It shall be erected in the same manner as the Area Closed sign (sec. 2G-4) at the point where traffic must stop to be checked.

The standard R-1 STOP sign shall be used for this mandatory stop restriction. The supplemental panel TRAFFIC REGULATION POST should be mounted directly below the STOP sign and shall consist of a black legend on a reflectorized white background.

2J-6 Emergency Speed Sign (CD-4)

II-1(c)
Rev. 4

The MAINTAIN TOP SAFE SPEED sign may be used on highways where radiological contamination is such as to limit the permissible exposure time for occupants of vehicles passing through the area. Since any speed zoning would be impractical under such emergency conditions, no minimum speed limit can be prescribed by the sign in numerical terms. Where traffic is supervised by a traffic regulation post, official instructions will usually be given verbally, and the sign will serve as an occasional reminder of the urgent need for all reasonable speed.

The sign should be erected at random intervals as needed, in the same manner as other standard speed signs. In rural areas it shall be mounted on the right-hand side of the road with its lower edge not less than 5 feet above the crown of the roadway, 6 to 10 feet from the roadway edge. In urban areas the height shall be not less than 7 feet, and the nearest edge of the sign shall be not less than 1 foot back from the face of the curb. Where an existing Speed Limit sign is in a suitable location, the Top Safe Speed sign may conveniently be mounted directly over the face of the older sign, which it supersedes.

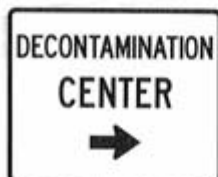
2J-7 Road Use Permit Sign (CD-5)

II-1(c)
Rev. 4

The ROAD USE PERMIT REQUIRED FOR THRU TRAFFIC sign is to be used at an intersection, at the entrance to a route on which a traffic regulation post is located. Its intent is to notify drivers of the presence of



CD-5
24" x 30"



CD-6
30" x 24"

the post so that those who do not have priority permits issued by designated authorities can detour on another route, or turn back, without making a needless trip and without adding to the screening load at the post. Local traffic, without permits, may proceed as far as the regulation post. The sign shall be erected in a manner similar to that of the Emergency Speed sign (sec. 2G-6).

2J-8 Emergency Aid Centers Sign (CD-6)

II-1(c)
Rev. 4

In the event of emergency, State and local authorities will establish various centers for civilian relief, communication, medical service, and similar purposes. To guide the public to such centers a series of directional signs will be needed. These signs shall carry the designation of the center and an arrow indicating the direction to the center. They shall be erected as needed, at intersections and elsewhere, on the right-hand side of the roadway, at a height in urban areas of at least 7 feet, and not less than 1 foot back from the face of the curb, and in rural areas at a height of 5 feet, 6 to 10 feet from the roadway edge.

These signs shall carry one of the following legends, as appropriate, or others designating similar emergency facilities:

DECONTAMINATION CENTER
REGISTRATION CENTER
WELFARE CENTER
MEDICAL CENTER

2J-9 Fallout Shelter Directional Sign (CD-7)

II-1(c)
Rev. 4

The Fallout Shelter directional sign shall be used to direct the public to selected fallout shelters that have been licensed and marked for emergency use. They may be erected on all highways, except those on the Interstate System, when it has been determined that a need exists for such signs upon completion of an approved community shelter planning study.

These guide signs may be used to direct people to fallout shelters in rural areas and the environs of a metropolitan area where shelters have a larger capacity than is required to accommodate the local inhabitants of the surrounding area. The signs may be used to identify different routes to a



CD-7
30" x 24"

shelter to provide for rapid movement of large numbers of persons, but as a general rule should not be posted more than five miles from the shelter.

The fallout shelter directional sign should be used sparingly and only in conjunction with approved plans of State and local civil defense directors. The erection of these signs shall conform to established highway signing standards. Where used, the signs shall not be erected in competition with other necessary highway guide and regulatory signs.

The fallout shelter directional sign is a horizontal rectangle, 30 by 24 inches, containing the identifying "public fallout shelter" emblem in the upper left part of the sign. The colors of the emblem are yellow triangles inscribed in a black circle placed on a yellow square. The words "FALLOUT SHELTER"—the directional arrow, the distance to shelter (which can be omitted when appropriate), and the border are in black against a white background.