

OCTOBER 1, 1993

TRAFFIC ENGINEERING DIRECTIVE

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**SUBJECT: MOTORIST SERVICES SIGNING (GAS-FOOD-LODGING-CAMPING-HOSPITAL) ON WEST VIRGINIA HIGHWAYS**

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The installation of Motorist Service Signing by the Division of Highways is based on many factors. These include the degree of access control associated with each highway facility, the urban or rural environment of each highway facility, the legal limitations imposed on the installation of privately-owned outdoor advertising signs adjacent to the highway right of way, and the distance between the business and the highway facility.

Any business being considered for Motorist Services signing must satisfy the minimum Warrants for Food, Gas, Lodging, or Camping contained in the current edition of the Division of Highway's booklet, "LOGO Sign Program." Additionally, signing for emergency medical facilities will be considered when the following conditions are satisfied:

- (1) The emergency medical facility shall have a continuous care capability with a doctor on duty 24 hours a day, seven days a week.
- (2) The emergency medical facility shall be located within five miles of an expressway or controlled access facility.
- (3) When two or more emergency medical facilities qualify for signing at the same location, the Division of Highways may, at its option, install signs for only the closest facility.

In urban areas, all motorist services (except emergency medical facilities) are generally within sight and/or available to the traveler at reasonably frequent intervals along the route. Therefore, no Motorist Services signing (except emergency medical facilities) shall be installed in urban areas.

Motorist Services signing shall carry legends for one or more of the following services: Food, Gas, Lodging, Camping, or Hospital. Depending on the classification of each eligible roadway, the motorist services legends may be in the form of an acceptable business LOGO, an approved Division of Highways' symbol, or a specific motorist services symbol assembly; however, the intermixing of legend types on any one sign shall not be permitted.

The Division of Highways will install all the qualifying Motorist Services signing. Except for emergency medical facilities, there will be no additional "follow-thru" or "trailblazing" signs placed on the highway right of way. Any additional signing of this type will be the responsibility of the business and shall be placed in accordance with all applicable outdoor advertising statues and regulations. In the case of emergency medical facilities, the Division of Highways will install all the needed "trailblazing" signs.

The type of each motorist services legend for Food, Gas, Camping, and Hospital shall be as noted below:

(1) LOGO Signs

These signs shall only be installed on rural sections of Interstate Highways in West Virginia. All requirements associated with LOGO signs are contained in the current edition of the booklet, "LOGO Sign Program," published by the Division of Highways.

(2) Symbol Signs

These signs may be installed on non-Interstate Highway facilities. However, the HOSPITAL symbol may be used on Interstate Highways.

Businesses eligible for FOOD, GAS, LODGING, or CAMPING symbols should be located within one mile of the non-Interstate Highway. If a business is located beyond this one mile limit and no other business offering the same service exists within any direction of the one mile limit, the business may be eligible for symbol signing under the following conditions:

- (a) GAS - the business shall be located within three miles of the non-Interstate Highway and the business must install a sign within the one mile limit and locate it off the highway right of way indicating the distance to the facility.
- (b) FOOD, LODGING - the business shall be located within six miles of the non-Interstate facility and the business must install a sign within three miles of the non-Interstate facility and locate it off the highway right of way indicating the distance to the facility.
- (c) CAMPING - the business shall be located within twelve miles of the non-Interstate facility and must install a sign within three miles of the non-Interstate facility and locate it off the highway right of way indicating the distance to the facility.

(3) Specific Motorist Services Symbol Sign Assemblies

These sign assemblies shall consist of a motorist services symbol (Food, Gas, Lodging, or Camping), a plaque identifying the name of the facility, and a directional arrow. When being considered for installation, all of the following conditions must be satisfied.

- (a) The assembly shall not be installed on an Interstate, Expressway or Access Controlled Highway facility.
- (b) The assembly shall not be installed if LOGO or Symbol Motorist Service signs have already been installed on the highway facility.

- (c) **The eligible business shall be located within the distances specified in the current Division of Highways' booklet "LOGO Sign Program."**
- (d) **The assembly shall be installed in accordance with the current Division of Highway's guidelines identified as "General Procedures for Installation of Specific Motorist Services Signing (Gas, Food, Lodging, Camping) on non-Interstate and non-Expressway Facilities."**
- (e) **The assembly must be specifically requested by the owner of the facility.**

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**Ken F. Kobetsky, Director  
Traffic Engineering Division**