

# Supplemental Guide Sign Program

## Hospital Sign Briefing

**May 19, 2010**  
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**Chief of Systems Operations**

# Integrated Directional Signage Program (IDSP)

- Briefing on Program is due to the requests for exemptions for certain hospitals to participate in supplemental signs rather than the guide signs now in use under the IDSP.
- Federal requirements through the Manual on Uniform Traffic Control Devices (MUTCD) set guidelines & standards for Motorist Guide/Informational Signs on Virginia Highways.
- In 2004, VDOT developed and CTB approved a comprehensive signing program (IDSP) for traveler information.
  - Goal was to standardized various guide and informational signage programs
  - Provide clearer guidance on how to obtain signs and require few “exceptions”
  - Process included an Advisory Committee of Stakeholders
  - Significant public participation process was obtained
- Exemptions can be granted by the Commissioner or the CTB may change the policy

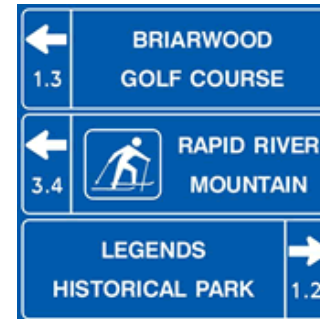
# IDSP includes

- Four types of Signing Programs are currently included in the IDSP:

## Specific Travel Services Signing (Logo)



## Tourist Oriented Destination Signs (TODS)



## Supplemental Guide Signs (SGS)



## General Motorist Services Signs (GMSS)



## Hospital-Specific Signage Background

- Under the current IDSP criteria, hospitals are only allowed to participate with the “H” symbol within the GMSS Program.



- When there are two or more hospitals along the same route resulting in a divergence, hospital names can be added underneath the “H” symbol. This is the only exception to displaying hospital names.
- The IDSP criteria specifically lists hospitals and medical facilities on the “Excluded Sites” list for the SGS Program, the Logo Program, and the TODS Program.

## Hospital-Specific Signage Background (Cont.)

- Prior to the IDSP some hospitals were allowed to participate in the SGS Program with names. These signs were grandfathered into the SGS Program in 2004.



- Since 2004 there have been no changes to the GMSS Program by the CTB and no exceptions have been granted by the Commissioner for the GMSS Program.
- Only a couple of SGS sign exemptions have been granted, such as the US Marine Corps National Museum sign.

# Hospital Signage Inventory

- **5,869 SGS are installed in Virginia**
  - 1,310 on Interstates
  - 4,559 on Primaries and Secondaries
  
- **145 hospitals facilities qualify for “H” signs under the current criteria**
  
- **16 hospitals were grandfathered into the SGS Program**
  - 55 signs ( 26 are on Interstates) or 3.4 signs per facility.
  
- **749 “H” signs installed on VDOT right of way**
  - 259 “H” signs installed on Virginia’s Interstate System
  
  - 490 “H” signs installed on Virginia’s Primary & Secondary roads

# Issue for Consideration

- Request has been made to include hospitals in the SGS Program

From this



to this



- This will require CTB to approve program modifications to include hospitals in the SGS Program.

## Requests for Certain Hospitals to receive Supplemental Guide Signs

- **VDOT has started receiving requests for signs because hospitals want the name of their facility on the sign.**
- **Currently, they are restricted from participating in this program because motorists only need a guide sign.**
- **Currently, we have 18 hospitals that have requested SGS exemption.**
- **If VDOT grants this exception, we can expect every hospital to request this signing.**



## Issues for CTB Consideration for SGS

- **FHWA recommends 1 structure displaying 2 messages per direction at the interchange**
- **Today, VDOT's exceeds the recommendation by allowing 2 structures displaying 4 messages.**
- **Most of these structures were in place before 2004 due to the high demand for signage.**
- **A minimum spacing of approximately 800' is required between proposed signs on limited access roadways.**
- **The "H" sign is the International symbol and is widely recognized.**
- **The current "H" provides the necessary guidance to the traveling public for emergency purposes without adding to sign congestion.**
- **We have received no complaints in the last 6 years regarding hospital signing.**

## Issues for Consideration (cont'd)

- **There are currently 145 facilities in Virginia that met the minimum requirements to qualify for “H” signs under the GMSS Program.**
- **Since 2004, 125 “H” signs have been installed for fifteen (15) hospitals in Virginia. Of these new signs, 39 were installed on the Interstate system.**
- **Likely these hospital facilities would have selected to have their name displayed on SGS if given the option to participate in the SGS Program.**
- **We have turned down numerous similar requests for the name of a hospital to be indicated on signs.**
- **Consensus from FHWA on this program modification will be required.**
- **Today, there are very limited locations where interchanges have any available space for signing.**

## Recommendations

- **Recommendation 1: Suggest hospitals pursue outdoor advertising signing outside of the VDOT right of way**
- **Recommendation 2: Make no change to the existing policy and grant no exceptions.**

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