

**761—118.3(306C) Erection and location of specific service signs and placement of business signs.****118.3(1) General.**

*a.* The department may erect specific service signs at rural interchanges if the requirements of this chapter are met and sufficient space is available. The department may also erect specific service signs at urban or nonrural interchanges if the requirements of this chapter are met and sufficient space is available. If sufficient space is not available for more than one specific service sign, the department may install a general service sign in lieu of a specific service sign.

*b.* Specific service signs may be erected at an interchange only when the motorist can conveniently reenter the interstate or freeway-primary highway and continue in the same direction of travel.

**118.3(2) Main line specific service signs and placement of business signs.** Following are the requirements for main line specific service signs erected in advance of an interchange, in a single direction of travel, and limitations regarding the number and types of business signs attached to these service signs:

*a.* A maximum of four main line specific service signs may be erected in advance of an interchange from which motorist services are available.

*b.* On the main line, the minimum spacing between specific service signs and between specific service signs and other official guide or destination signs is 800 feet.

*c.* If spacing limitations exist, preference may be given to available gas, food, lodging, camping or attraction services, in that order.

*d.* If services are displayed, the order of display of services in the direction of travel on successive main line specific service signs is as follows: attraction, camping, lodging, food, and gas.

*e.* Depending upon factors such as limited space for the placement of signs, limited interest from businesses, or limited availability of businesses, the department may combine up to three service types on one sign as provided in the MUTCD.

*f.* A maximum of six business signs may be displayed on a specific service sign, regardless of whether it displays a single service type or multiple service types.

**118.3(3) Specific service signs erected along interchange ramps.**

*a.* The department may erect specific service signs along interchange ramps to accommodate the placement of business signs similar to but smaller than the business signs used along the main lines, along with arrows and mileage indicators. Specific service signs along interchange ramps are available for the participating businesses that are not visible or that are only marginally visible from the traveled portion of the interchange area.

*b.* The department may opt to erect general service signs in lieu of specific service signs along interchange ramps, or not erect any service signs at all in cases where insufficient spacing exists for signs or where the ramps are directional with no turning decision to be made at a terminal.

**118.3(4) Trailblazing signs.**

*a.* Businesses that are not visible from the intersecting roadway will need to provide additional smaller versions of their business signs for installation on trailblazer service signs erected in advance of intersections where turns would be necessary.

*b.* If the proposed placement of a trailblazer service sign is not on the primary road system, the appropriate local jurisdiction will be provided with an opportunity to review the placement before the department proceeds with any specific service signing for the business. If the placement is approved, the department will route the appropriate signs to the local authority for installation.

*c.* If a trailblazer service sign is necessary, but the location is not conducive for placement or the local ordinance prevents such placement, an official traffic control device from another sign program or a lawfully placed outdoor advertising device may be used as a substitute, provided the sign is positioned to be effective at the intersection where it is needed.

*d.* If signing at the intersections where turns are necessary cannot be accomplished, the business does not qualify for participation in the logo program.

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