

Supplemental Guide Sign Program

Update on Hospital Signs

January 19, 2011

Connie Sorrell

Chief of Systems Operations

Integrated Directional Signage Program (IDSP)

- Update to earlier briefing regarding requests for exemptions for certain hospitals to participate in supplemental signs rather than the guide signs now in use under the IDSP.
- 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
- The name of a hospital under the “H” sign is not permitted by FHWA on Limited Access Highways
- CTB policy permits signs with the hospital name at locations where there is a deviation point between two or more hospital locations.
- Exemptions can be granted by the Commissioner or the CTB may change the policy

Hospital-Specific Signage Background

Two hospitals had requested special signing. Both of those facilities have been accommodated within the policy. No current request are pending.

- 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.
- 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 Sign Request

Request:

December 20th Request from the Virginia Hospital and Healthcare Association (VHHA) Board

Allow each hospital to have one H sign with their name on the sign

Current inventory of signs

- **5,862 SGS are installed in Virginia**
 - 1,360 on Interstates
 - 4,502 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.
- **781 “H” signs installed on VDOT right of way**
 - 271 “H” signs installed on Virginia’s Interstate System
 - 510 “H” signs installed on Virginia’s Primary & Secondary roads

Update on Recent Policy Change

- After reviewing the policy on signage for hospitals, VDOT Commissioner is taking the following action to allow this exception
 - Qualified facilities may select one intersection to have the name of the hospital displayed below the “H” sign and may display the name or their logo in up to two approaches of the selected intersection.
 - The selected intersection is restricted to non-limited access highways, but may be installed on an exit ramp of a limited access highway.

