# CHAPTER 2J. SPECIFIC SERVICE SIGNS

## Section 2J.01 Eligibility

**Standard:**

01 **Specific Service (Logo) signs shall be defined as guide signs that provide road users with business identification and directional information for eligible services. Eligible service categories shall be limited to gas, food, lodging, camping, and electric vehicle (EV) charging.**

*Guidance:*

02 *The use of Specific Service signs should be limited to areas primarily rural in character with adequate space for all signs to be properly accommodated. General Service signs for gas, EV charging, food, lodging, and camping should not be used on roadways eligible for Specific Service signs.*

03 *Specific Service signs should not be installed at an interchange where the road user cannot conveniently reenter the freeway or expressway and continue in the same direction of travel.*

**Standard:**

04 **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.**

*Guidance:*

05 *Except as provided in Paragraph 6 of this Section, distances to eligible services should not exceed 3 miles in any direction.*

Option:

06 If, within the 3-mile limit, facilities for the services being considered are not available or choose not to participate in the program, the limit of eligibility may be extended in 3-mile increments until one or more facilities for the services being considered chooses to participate, or until 15 miles is reached, whichever comes first.

**Standard:**

07 **If State or local agencies elect to provide Specific Service signing, there shall be a statewide policy for such signing and criteria for the eligibility and availability of the various types of services.**

*Guidance:*

08 *The criteria for the statewide policy should consider the following:*

- *A. To qualify for a GAS business identification sign panel, a business should have:*
  - *1. Vehicle services including gasoline, oil, and water;*
  - *2. 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*
  - *3. Modern sanitary facilities and drinking water.*
- *B. To qualify for a FOOD business identification sign panel, a business should have:*
  - *1. Licensing or approval, where required;*
  - *2. Continuous operations to serve at least 2 meals per day, at least 6 days per week; and*
  - *3. Modern sanitary facilities.*
- *C. To qualify for a LODGING business identification sign panel, a business should have:*
  - *1. Licensing or approval, where required;*
  - *2. Adequate sleeping accommodations; and*
  - *3. Modern sanitary facilities.*
- *D. To qualify for a CAMPING business identification sign panel, a business should have:*
  - *1. Licensing or approval, where required;*
  - *2. Adequate parking accommodations; and*
  - *3. Modern sanitary facilities and drinking water.*

Option:

09 Major shopping areas may be included in a Specific Service signing program.

**Standard:**

10 **To be eligible for an Electric Vehicle (EV) CHARGING business identification sign panel, the EV chargers provided shall meet the criteria for Direct Current Fast Chargers provided in 23 CFR 680.106 and be in continuous operation at least 16 hours per day, 7 days per week.**

Option:

11 Business identification sign panels for a proprietary electric vehicle charging service may be included on an EV Charging Specific Service sign if it meets the eligibility criteria in Paragraph 10 of this Section.

Support:

12 Section 2J.12 contains additional information on criteria for the statewide policy regarding signing.

## Section 2J.02 Application

Support:

01 Examples of Specific Service signs are shown in Figure 2J-1.

02 Examples of sign locations are shown in Figure 2J-2.

**Standard:**

03 **The number of Specific Service signs along an approach to an interchange, regardless of the number of service types displayed, shall be limited to a maximum of four. Except as provided in Paragraph 4 of this Section, in the direction of traffic flow, successive Specific Service signs shall be for camping, lodging, food, EV charging, and gas services, in that order.**

Option:

04 When spacing does not allow EV Charging Specific Service signs to be located as described in Paragraph 3 of this Section, then the EV Charging Specific Service signs may be located anywhere within the successive Specific Service sign order where adequate spacing between signs allows.

*Guidance:*

05 *The Specific Service signs should be located 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.*

06 *Where a service type is displayed on two signs, the signs for that service should follow one another in succession.*

**Standard:**

07 **A Specific Service sign shall display the word message GAS, EV CHARGING, FOOD, LODGING, or CAMPING, an appropriate directional legend such as the word message EXIT XX, NEXT RIGHT, SECOND RIGHT (for double exit interchanges), or directional arrows, and the related business identification sign panels. Distances to eligible facilities shall not be displayed on the Specific Service signs on the approach to an interchange.**

08 **A business that does not offer gasoline, but offers alternative fuels, shall not be signed using GAS Specific Service signs.**

Option:

09 A business that does not offer gasoline but offers alternative fuels may be signed using General Service signs for the alternative fuel provided.

Support:

10 General Service signs for facilities providing alternative fuels, including EV charging, compressed natural gas, liquefied natural gas, liquefied petroleum gas, and hydrogen, are provided in Chapter 2I.

**Standard:**

11 **No more than three types of services shall be represented on any sign or sign assembly and no more than six business identification sign panels shall be displayed on any one sign. If three types of services are displayed on one sign, then the business identification sign panels shall be limited to two for each service type (for a total of six business identification sign panels). If two types of services are displayed on one sign, then the business identification sign panels shall be limited to either three for each service type, or four for one service type and two for the other service type (for a total of six business identification sign panels in either case). The legend and business identification sign panels applicable to a service type shall be displayed such that the road user will not associate them with another service type on the same sign. Other configurations or arrangements of business identification sign panels shall not be allowed.**

12 **No service type shall appear on more than two signs (see Paragraph 6 of this Section).**

13 **The Specific Service signs shall have a blue background, a white border, and white legends of upper-case letters, numerals, and arrows.**

*Guidance:*

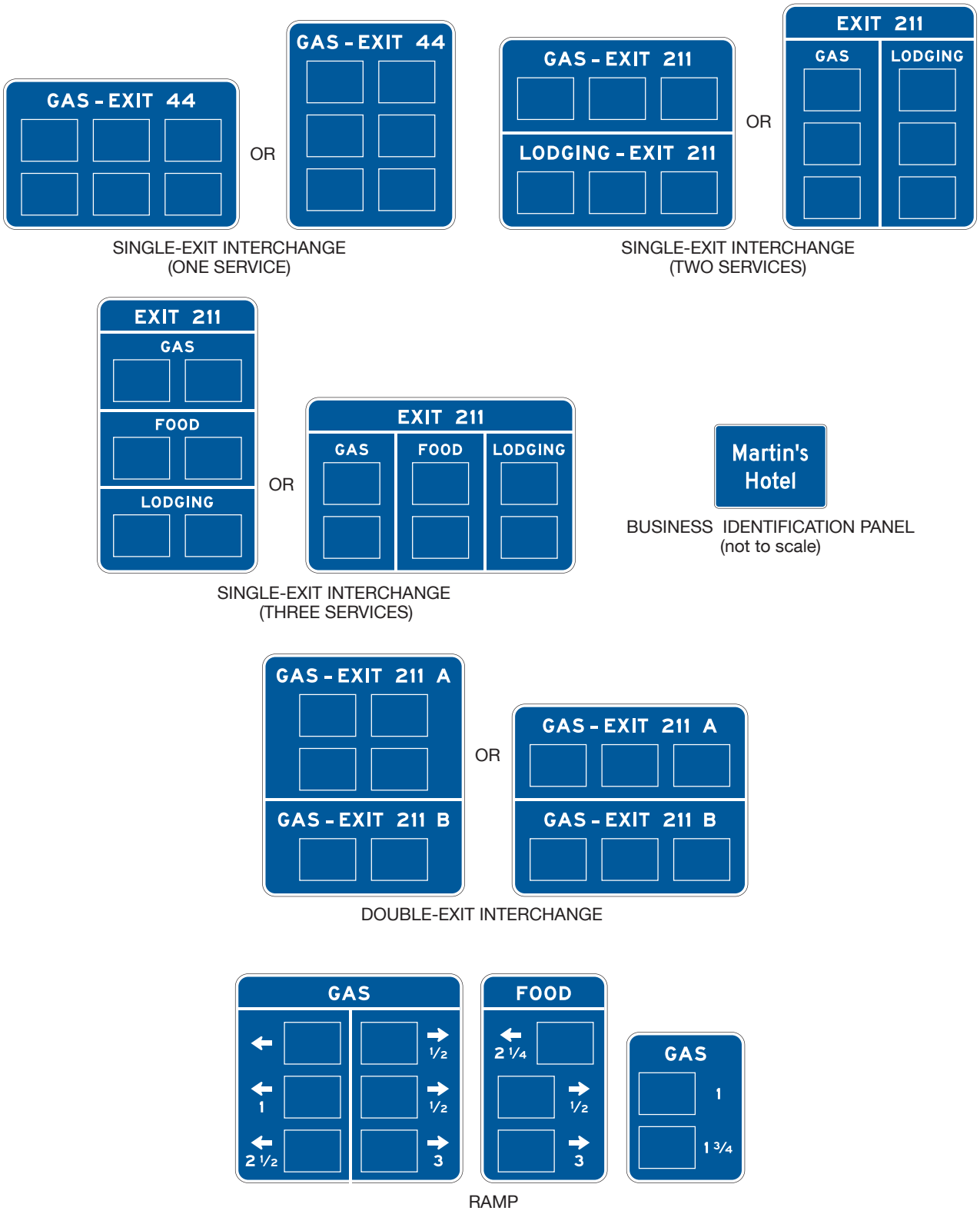
14 *If a service type is no longer available from an interchange, the Specific Service sign should be removed when the business identification sign panels are removed. If a sign is to remain, but the service type is no longer available, then the service type legend should be covered so that road users do not misinterpret the sign as a General Service sign implying that the service is available.*

15 *A Specific Service sign should not be installed unless a service type is currently available from an interchange.*

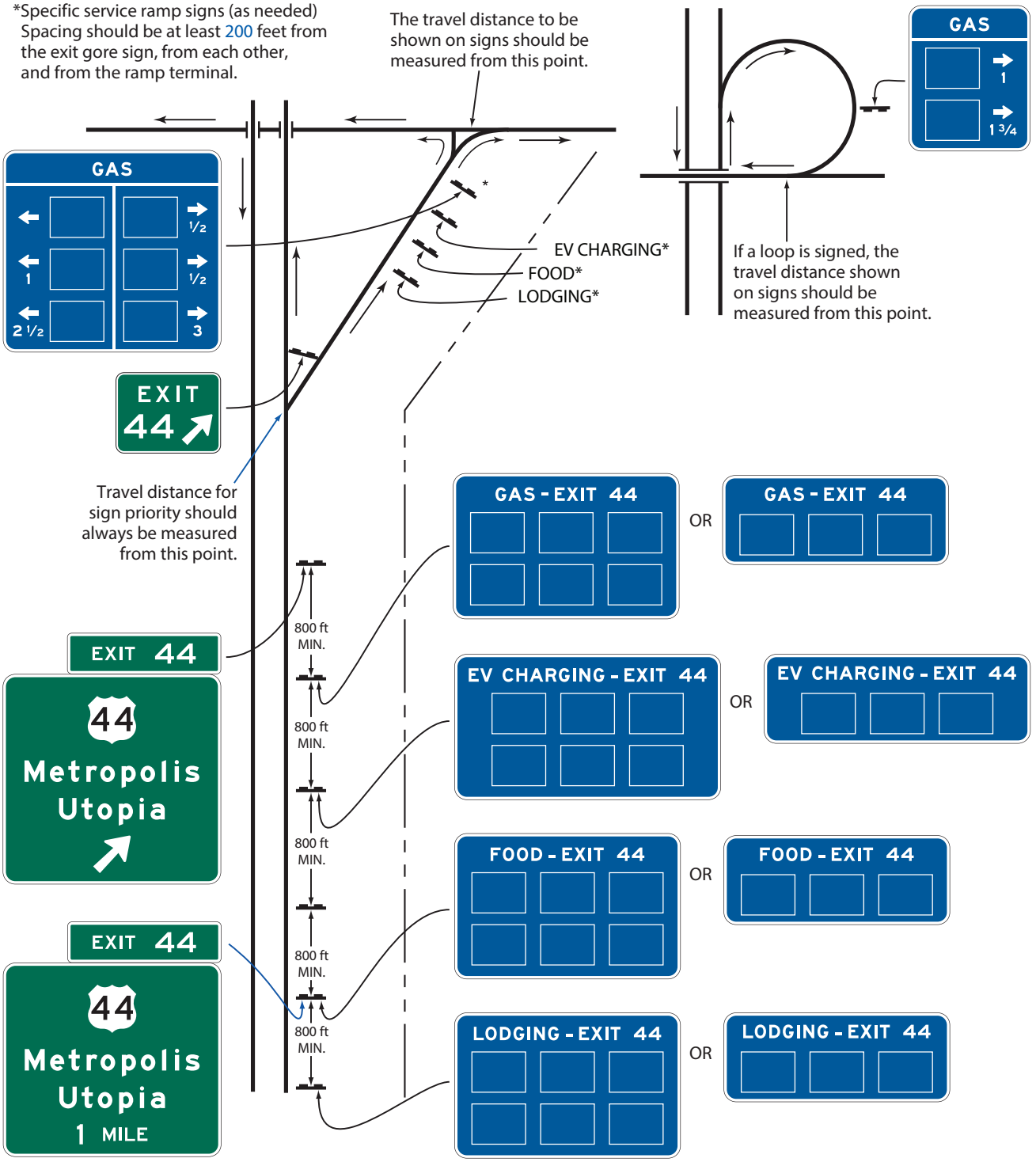
Option:

16 If there is indication that a service type will again be available in the near future, the sign may be covered, in accordance with Paragraph 14 of this Section, rather than removed.

## Figure 2J-1. Examples of Business Identification Panel Arrangements on Specific Service Signs



## Figure 2J-2. Examples of Specific Service Sign Locations



## Section 2J.03 Logos and Business Identification Sign Panels

**Standard:**

01 **A business identification sign panel legend shall be either an identification trademark or a word message of the business's name. Each logo or word message shall be placed on a separate business identification sign panel that shall be attached to the Specific Service sign. Logos or trademarks used alone for a business identification sign panel shall be reproduced in the colors and general shape consistent with customary use, and any integral legend shall be in proportionate size. A logo that resembles an official traffic control device shall not be used.**

02 **Scanning graphics that are visible to the road user from the roadway for the purpose of obtaining information shall not be displayed on business identification sign panels, including on any logo displayed thereupon.**

*Guidance:*

03 *The logo or trademark used on a business identification sign panel should be consistent with the on-premise business identification signs at the location of the business that are visible from the roadway.*

04 *A word message business identification sign panel that does not use a logo or trademark should have a blue background with a white legend and border.*

Support:

05 Section 2J.05 contains information regarding the minimum letter heights for business identification sign panels.

Option:

06 A portion of a business identification sign panel may be used to display a supplemental message horizontally along the bottom of the business identification sign panel, provided that the message displays essential motorist information consistent with the service category type and related to the operation of the business (see Figure 2J-4).

**Standard:**

07 **All supplemental messages shall be displayed within the business identification sign panel and shall have letters and numerals that comply with the minimum height requirements shown in Table 2J-1. Supplemental messages promoting the availability of products, amenities, or services that are not directly related to the service category and/or those not available to non-patrons of the primary service provided for the service category, such as car wash, automated teller machines, Internet, lottery, or swimming pool, shall not be displayed on business identification sign panels.**

08 **Messages related to the promotion or availability of business identification sign panel space shall not be displayed on Specific Service signs.**

**Table 2J-1. Minimum Letter and Numeral Sizes for Specific Service Signs According to Sign Type**

| Type of Sign | Freeway or Expressway | Conventional Road or Ramp |
|---|---|---|
| **A. Specific Service Signs** | | |
| Service Categories | 10 | 6 |
| Exit Number Words | 10 | — |
| Exit Number Numerals and Letters | 10 | — |
| Action Message Words | 10 | 6 |
| Distance Numerals | — | 6 |
| Distance Fraction Numerals | — | 4 |
| **B. Business Identification Sign Panels** | | |
| Words and Numerals (Non-Trademark/Graphic Logo) | 8 | 4 |
| Trademark/Graphic Logo | Proportional | Proportional |
| Supplemental Message Words and Numerals | 5 | 2.5 |

Note: Sizes are shown in inches

09 **To be eligible for an EV CHARGING supplemental message on a business identification sign panel, the business shall:**

- **A. Offer electric vehicle charging to the general public without purchasing the primary service (gas, food, lodging, camping, or attraction, as appropriate); and**
- **B. For the service categories of gas, food, and attraction, provide EV chargers meeting the criteria for Direct Current Fast Chargers (DCFC) provided in 23 CFR 680.106; or**
- **C. For the service categories of camping and lodging, provide EV chargers meeting the criteria for DCFCs provided in 23 CFR 680.106 and/or AC Level 2 Charging.**

Option:

10 A Supplemental message identifying an alternative fuel available may be added only to the business identification sign panels on the GAS Specific Services sign for gasoline facilities that provide the specified alternative fuel in addition to gasoline.

11 The Supplemental message EV CHARGING may be added to a business identification sign panel for the service categories of gas, food, lodging, or camping in accordance with the criteria in Paragraph 9 of this Section.

*Guidance:*

12 *A business identification sign panel should not display more than one supplemental message.*

13 *The supplemental message should be displayed in a black legend on a yellow background for that portion of the business identification sign panel.*

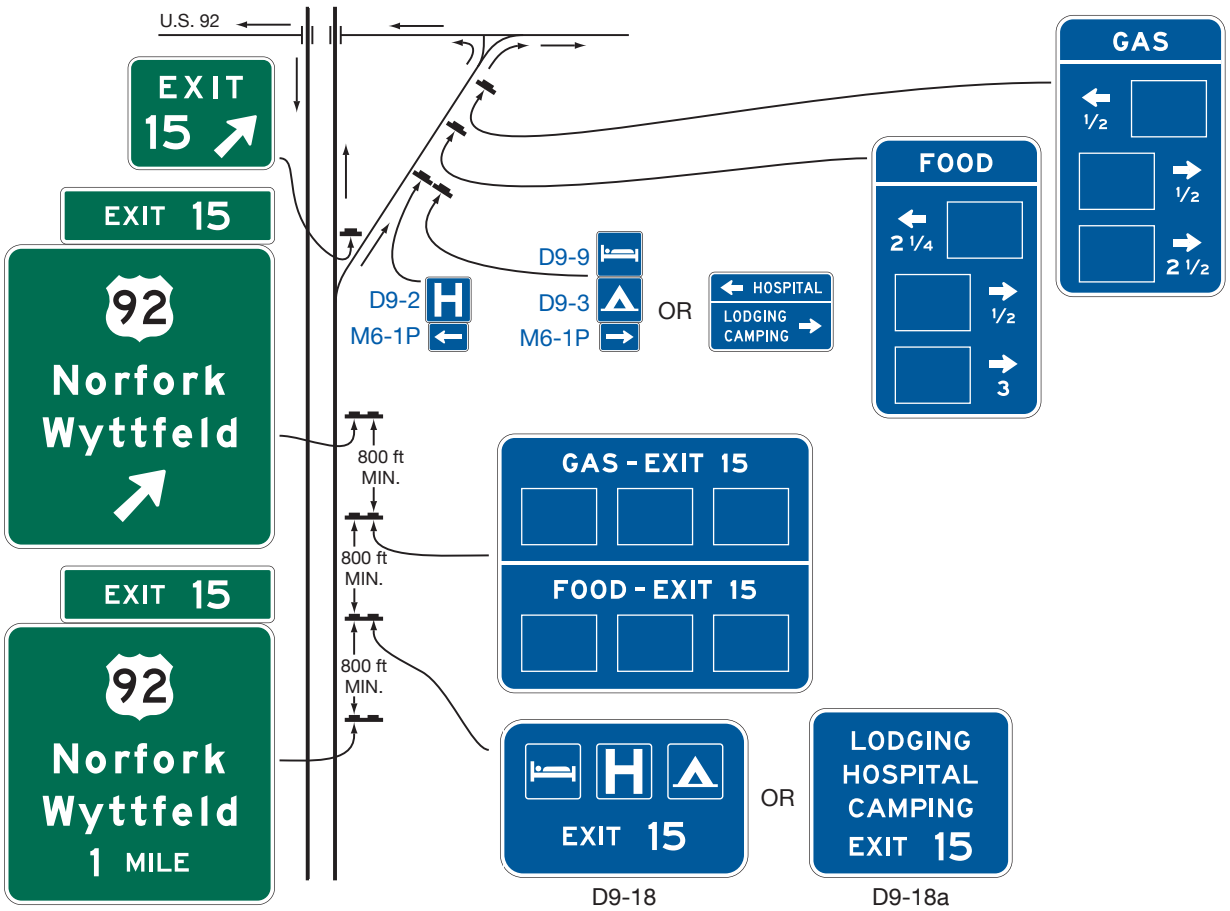
Option:

14 Typical supplemental messages may include DIESEL, LP-GAS, EV CHARGING, 24 HOURS, CLOSED SUNDAY, and RV ACCESS.

**Standard:**

15 **A business identification sign panel shall not display the identification logo/trademark or name of more than one business. A business identification sign panel shall not display more than one name or identification logo/trademark for the same business. Slogans, such as marketing slogans associated with the business, shall not be displayed on business identification sign panels or the Specific Service sign itself.**

**Figure 2J-3. Example of General Service Signs Used in Conjunction with Specific Service Signs**




Note: If specific service ramp signs are used, their spacing should be at least 200 feet from the exit gore sign, from each other, and from the ramp terminal.

**Figure 2J-4. Examples of Supplemental Messages on Business Identification Sign Panels**




## Section 2J.04 Number and Size of Signs and Business Identification Sign Panels

*Guidance:*

01 *Sign sizes should be determined by the amount and height of legend and the number and size of business identification sign panels attached to the sign. All business identification sign panels on a sign should be the same size.*

**Standard:**

02 **Each Specific Service sign or sign assembly shall be limited to no more than six business identification sign panels.**

Option:

03 Where more than six businesses of a specific service type are eligible for business identification sign panels at the same interchange, additional business identification sign panels of that same specific service type may also be displayed in accordance with the provisions of Paragraph 4 of this Section. The additional business identification sign panels may be displayed either by placing more than one specific service type on the same sign (see Paragraph 11 of Section 2J.02) or by using a second Specific Service sign of that specific service type if the additional sign can be added without exceeding the limit of four Specific Service signs at an interchange approach (see Paragraph 3 of Section 2J.02).

**Standard:**

04 **Where business identification sign panels for more than six businesses of a specific service type are displayed at the same interchange approach, the following provisions shall apply:**

- **A. No more than 12 business identification sign panels of a specific service type shall be displayed on no more than two Specific Service signs or sign assemblies;**
- **B. No more than six business identification sign panels shall be displayed on a single Specific Service sign; and**
- **C. No more than four Specific Service signs shall be displayed on the approach.**

Support:

05 Section 2J.08 contains information regarding Specific Service signs for double-exit interchanges.

06 Section 2J.09 contains information regarding Specific Service signs for multiple interchanges that are accessed from collector-distributor roadways rather than from the highway mainline.

**Standard:**

07 **Each business identification sign panel attached to a Specific Service sign shall be a horizontally oriented rectangle with a width longer than the height. A business identification sign panel on signs for freeways and expressways shall not exceed 48 inches in width and 36 inches in height (see Table 2J-2). A business identification sign panel on signs for conventional roads and freeway and expressway ramps shall not exceed 24 inches in width and 18 inches in height (see Table 2J-2). The vertical and horizontal spacing between business identification sign panels shall not exceed 8 inches and 12 inches, respectively.**

**Table 2J-2. Maximum Business Identification Sign Panel Sizes by Roadway Classification**

| Roadway Classification | Sign Panel Size |
|---|---|
| Freeway or Expressway | 48 x 36 |
| Conventional Road or Ramp | 24 x 18 |

Note: Sizes are shown in inches as width x height

Support:

08 Sections 2A.10, 2E.13, and 2E.14 contain information regarding borders, interline spacing, and edge spacing.

## Section 2J.05 Size of Lettering

**Standard:**

01 **All Specific Service signs and business identification sign panels shall have letter and numeral sizes that comply with the minimum requirements of Table 2J-1.**

*Guidance:*

02 *All lettering on the business identification sign panels should be composed of a combination of lower-case letters with initial upper-case letters except within the design of a logo or supplemental message. Any legend on a business identification graphic/trademark should be proportional to the size of the graphic/trademark.*

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## Section 2J.06 Signs at Interchanges

**Standard:**

01 **The Specific Service signs shall be installed between the preceding interchange and at least 800 feet in advance of the Exit Direction sign at the interchange from which the services are available (see Figure 2J-2).**

02 **Specific Service signs shall not be used at freeway-to-freeway interchanges (see Section 2E.37), except where the exit ramp also provides direct access to a conventional road within that interchange (see Figure 2J-5).**

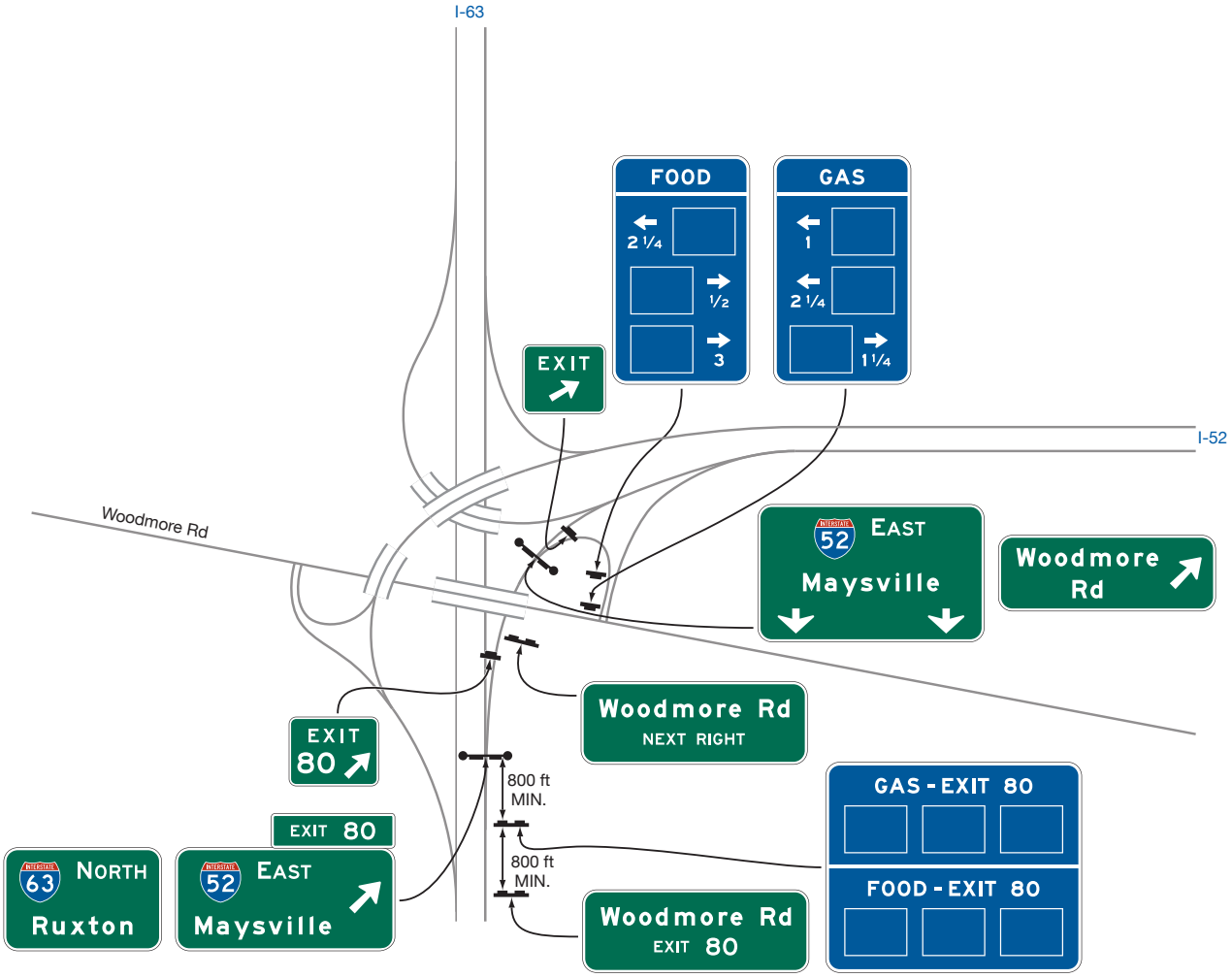
*Guidance:*

03 *There should be at least an 800-foot spacing between the Specific Service signs and other large guide signs, except for Specific Service ramp signs. Excessive spacing should not be used between Specific Service signs, as this is not desirable either. Specific Service signs should not be located closer together (in feet) than 5 to 7 times the speed limit (in mph) from other small or different purpose signs.*

04 *Specific Service ramp signs should be spaced at least 200 feet longitudinally beyond the Exit Gore sign, from each other, from the ramp terminal, and from any other traffic control device. Specific Service ramp signs should be spaced at least 200 feet longitudinally from any Destination guide signs along the ramp. Longer longitudinal spacing should be provided between Specific Service ramp signs and any warning or regulatory signs along the ramp, and any intersection traffic control devices at the ramp terminal.*

05 *When the distance to the next exit providing access to EV charging service is 50 miles or greater, the Next EV Charging (D9-17a) sign should be used (see Figure 2H-9). When used, the Next EV Charging sign should be located directly after the General Service sign for the fuel type displayed in the signing sequence for the exit (see Figure 2H-10).*

**Figure 2J-5. Example of Specific Services Signing for a Conventional Road Accessed within a Freeway-to-Freeway Interchange**



## Section 2J.07 Single-Exit Interchanges

**Standard:**

01 **At numbered single-exit interchanges, the name of the service type followed by the exit number shall be displayed on one line above the business identification sign panels. At unnumbered interchanges, the directional legend NEXT RIGHT (LEFT) shall be used in place of the exit number.**

02 **At single-exit interchanges where traffic is allowed to turn onto the crossroad in either direction from the ramp, Specific Service ramp signs shall be installed along the ramp or opposite the ramp terminal for facilities that have business identification sign panels displayed along the main roadway if the facilities are not readily visible from the ramp terminal. Directions to the service facilities shall be indicated by arrows on the ramp signs. Business identification sign panels on Specific Service ramp signs shall be duplicates of those displayed on the Specific Service signs located in advance of the interchange, but shall be reduced in size (see Paragraph 7 of Section 2J.04).**

Option:

03 Specific Service ramp signs may display distances (see Paragraphs 14 and 15 of Section 2A.08) to a service facility when the facility is not visible from ramp intersection with the crossroad.

04 An exit number plaque (see Section 2E.22) may be used instead of the exit number on the signs located in advance of an interchange.

## Section 2J.08 Double-Exit Interchanges

*Guidance:*

01 *At double-exit interchanges, the Specific Service signs should consist of two sections, one for each exit (see Figure 2J-1).*

**Standard:**

02 **At a double-exit interchange, the top section shall display the business identification sign panels for the first exit and the bottom section shall display the business identification sign panels for the second exit. At numbered interchanges, the name of the service type and the exit number shall be displayed above the business identification sign panels in each section. At unnumbered interchanges, the word message NEXT RIGHT (LEFT) and SECOND RIGHT (LEFT) shall be used in place of the exit number. The number of business identification sign panels on the sign (total of both sections) or the sign assembly shall be limited to six.**

*Guidance:*

03 *At a double-exit interchange, where a service type is displayed on two Specific Service signs in accordance with the provisions of Section 2J.04, one of the signs should display the business identification sign panels for that service type for the businesses that are accessible from one of the two exits and the other sign should display the business identification sign panels for that service type for the businesses that are accessible from the other exit.*

Option:

04 At a double-exit interchange where there are four business identification sign panels to be displayed for one of the exits and one or two business identification sign panels to be displayed for the other exit, the business identification sign panels may be arranged in three rows with two business identification sign panels per row.

05 At a double-exit interchange, where a service is to be signed for only one exit, one section of the Specific Service sign may be omitted, or a single exit interchange sign may be used.

06 Signs on ramps and crossroads as described in Section 2J.07 may be used at a double-exit interchange.

## Section 2J.09 Collector-Distributor Roadways for Successive Interchanges

Support:

01 Examples of Specific Service signs used in advance of interchanges for collector-distributor roadways that provide access to multiple interchanges are shown in Figure 2J-6.

Option:

02 If services are available from more than one of the interchanges along the collector-distributor roadway and those services are signed with Specific Service signs as described in Paragraph 4 of this Section, then Specific Service signs may be used on the mainline in conformance with the provisions of this Chapter.

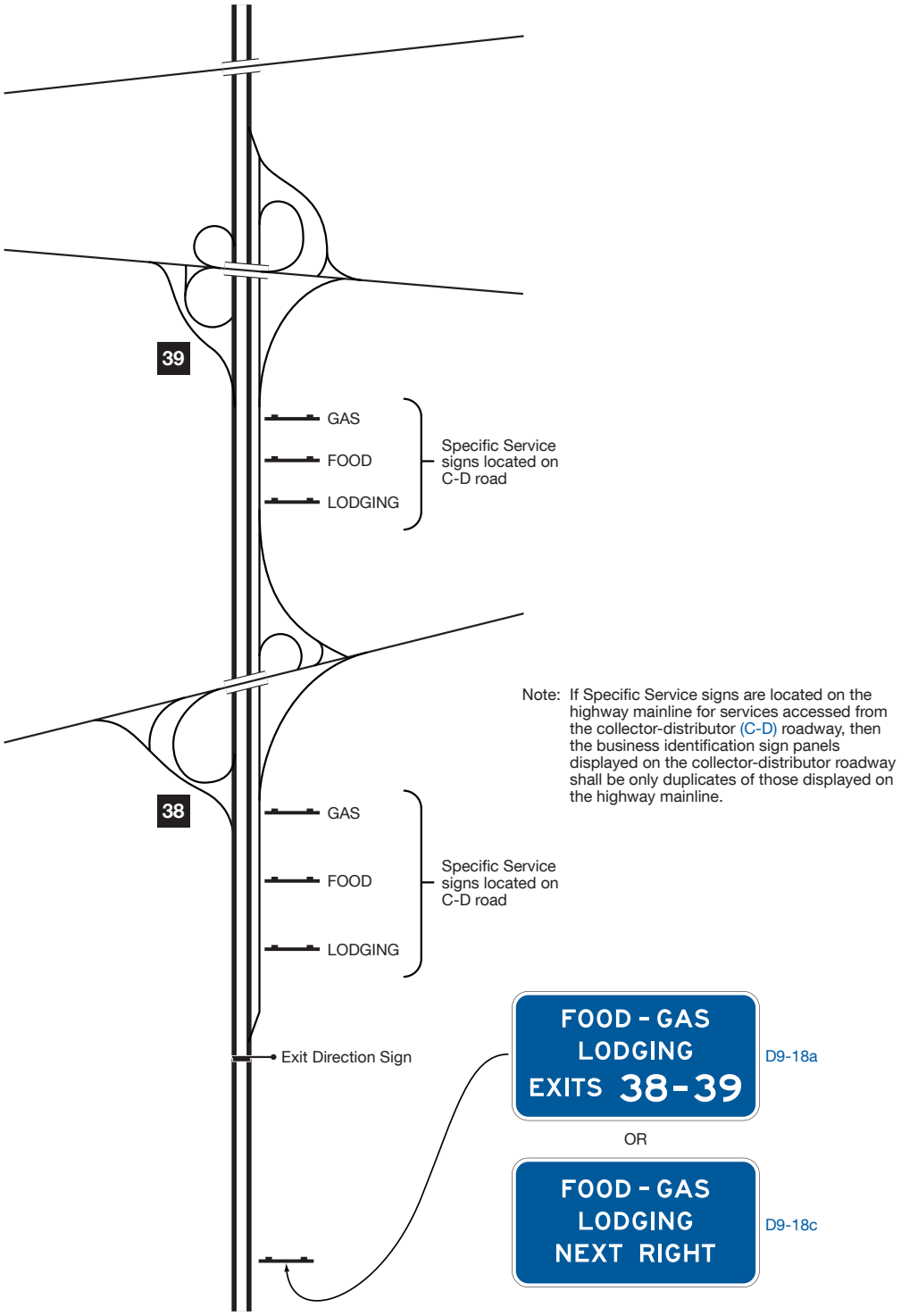
**Standard:**

03 **No more than four Specific Service signs shall be displayed on a highway mainline approach to a collector-distributor roadway.**

04 **If Specific Service signs are located on the highway mainline for services accessed from the collector-distributor roadway, then the business identification sign panels displayed on the collector-distributor roadway shall be only duplicates of those displayed on the highway mainline.**

05 **If more than four Specific Services signs would be required on the mainline in advance of the collector-distributor roadway in order to display all the business identification sign panels used on Specific Service signs in advance of the collector-distributor roadway exits, then General Service signs shall be used on the mainline to identify the types of services displayed on Specific Service signs on the collector-distributor roadway.**

## Figure 2J-6. Example of Signing for Services Accessed from a Collector-Distributor Road Adjacent to a Freeway



## Section 2J.10 ~~Specific Service Trailblazer Signs~~ DELETED

### Figure 2J-7. ~~Examples of Specific Service Trailblazer Signs~~ DELETED

## Section 2J.11 ~~Signs at Intersections~~ DELETED

## Section 2J.12 Signing Policy

Support:

01 Additional regulations for Specific Service signs are contained in 43 Texas Administrative Code, Sections 25.400 through 25.409.