

REQUIREMENTS / COMMENTS FOR GATEWAY SIGNING:

Gateway signing shall comply with Virginia Administrative Code 24VAC30-151-570 "Miscellaneous signs" (Section B Paragraph 1) (<http://leg1.state.va.us/cgi-bin/legp504.exe?000+reg+24VAC30-151-570>) which states:

1. Locality identification or "welcome to" signs. Requests for locality identification or "welcome to" signs to be located within non-limited access right-of-way. These signs shall not be placed on limited access right-of-way. Locality identification or "welcome to" signs that interfere with roadway safety, traffic capacity, or maintenance shall not be permitted. A permit application requesting placement of a locality identification or "welcome to" sign within the right-of-way must be accompanied by a formal resolution from the local governing body or a letter from the chief executive officer of the local government. Such signs shall meet all VDOT breakaway requirements (see Road Design Manual, [24VAC30-151-760](#)) or be erected outside of the clear zone. No advertising shall be placed on these signs. The local governing body shall be responsible for maintenance of the locality's identification or "welcome to" signs in perpetuity.

Additional Guidelines for Gateway Signing:

General

1. Signs shall be free of any commercial and/or civic organizational advertising, slogans or safety messages.
2. Sign erection, replacement, and maintenance and all costs associated with these activities shall be the responsibility of the locality or represented entity.
3. Whenever safety, use, maintenance, or reconstruction of the highway so requires, the sign shall be relocated or removed at no expense to the Commonwealth.
4. If a Gateway sign is not maintained properly then VDOT shall remove the sign and all cost for such removal shall be covered by the County or represented entity.

Sign Placement

5. Gateway signing shall only be permitted on Primary and Secondary Roadways when located within state Right-of-Way. Per 24VAC30-151-570 "Miscellaneous signs" (Section B Paragraph 1). Gateway signing shall not be permitted on any limited access facility.
6. Placement shall be in accordance with the guidelines set forth in the Virginia Supplement to the [MUTCD](#).
7. Signs must be erected within the jurisdiction of the requesting locality named on the sign.
8. Gateway signs shall be positioned in such a manner that does not restrict driver's attention or view when making turns or driving through an intersection.

9. If more than one gateway sign is to be installed within a boundary, they should be positioned approximately two miles apart in a given direction whenever possible to avoid sign clutter.
10. Median mounted signs should be avoided if possible (this is generally reserved for signs such as the R4-7 "KEEP RIGHT" or the R3-4 "NO U TURN").
11. From all points and perspectives, we would encourage the county or represented entity to seek a location off our right-of-way, thus avoiding all involvement by us. However, should they do this; they must pay particular attention to the rules and regulations imposed by the Acts and Codes regarding outdoor advertisement.

Sign Design

12. Gateway signs, if used (or anticipated to be used) in conjunction with wayfinding signs, should introduce the motorist to the branding or logo and color scheme of the wayfinding sign system for that region.
13. VDOT will not require these signs to be retro-reflective or illuminated. However if the signing is retro-reflective, the minimum luminance ratio of legend to background shall be 3:1. If the signing is illuminated, it must not be of such intensity or brilliance as to cause glare or impair the vision, or otherwise interfere with the driver or any motor vehicle. Flashing, blinking, or intermittent lights or motion of any part of the sign or structure is prohibited.
14. With the exception of green, blue and brown, the following MUTCD reserved colors shall not be used (black, coral, fluorescent pink, fluorescent yellow-green, light blue, orange, purple, red, white and yellow) as predominant or background colors. This is in order to minimize possible confusion with critical, higher-priority regulatory and warning sign color designations readily understood by road users.
15. As these signs promote culture and commerce, designs are typically made by firms in outdoor advertising and thus are afforded artistic freedom to use colors and fonts, so long as they comply with the above color regulations and the sign still conveys a concise and clear message.
16. The maximum size of the sign shall be 35 square feet and the post spacing depends on the size of sign.
17. Abbreviations should be kept to a minimum, and should include only those that are commonly recognized and understood (approved by the MUTCD and VDOT). No period is to be used after an approved abbreviation.
18. The basic requirement for all highway signs, including community or regional gateway signs; is that they be legible to those for whom they are intended and that they be understandable in time to permit a proper response. Word messages should be as brief as practical and the lettering should be large enough to provide the necessary legibility distance. Vertical lettering is not permitted.
19. Gateway signs shall not be combined with destination directional sign messages.

20. All sign panel corners shall have a radius as follows:
- Divide sign height by 16 and round to the nearest whole number [e.g. 37 inch sign height/16 = 2.3 (round to 2 inches)]
 - 2" shall be the minimum radius.

Structure Design

21. All decorative sign pole foundations shall conform to **NCHRP 350 or MASH Standards** and be certified by P.E. based upon location, sign type and pole. Shop drawings for poles and pole foundations shall be submitted for approval to VDOT's Structure and Bridge Division.
- Designs and calculations for decorative poles and the pole foundations shall be submitted, with a copy of the NCHRP 350 or MASH approvals, to VDOT's District Structure and Bridge Division and VDOT's Area Land Use Permit Engineer for review and approval. Fabricator Shop drawings shall be in full conformance with the Engineer's design and submitted to the Engineer of Record, VDOT's District Structure and Bridge Office and VDOT's Area Land Use Permit Engineer after the design is approved. Shop drawings submitted for approval as part of a design-Build procurement shall be accompanied by a copy of the NCHRP 350 or MASH approvals, the signed & sealed designs and the calculations.
22. Round Aluminum Post shall conform to Road and Bridge Specifications 2007 Section 700.02.
23. For signs inside the clear zone, the distance between bottom of sign panel and ground level or edge of pavement shall not be less than 7' in Urban Areas and 5' in Rural Areas (See 2008 VDOT Road and Bridge Standards for additional details.). For signs outside the clear zone, signing can be at a lower height.
24. For signs in proximity to heavily travelled pedestrian areas with sidewalks, shopping and parking areas, care must be exercised as not to place signs that would conflict with proposed or established pedestrian patterns.
25. When used within the clear zone of State Right-of-Way, wooden posts shall be drilled to provide breakaway protection in accordance with VDOT Standards and Specifications.

Approval

26. Shop drawings for all proposed Gateway signs shall be submitted to VDOT for review and approval.
27. Landscape plantings shall be approved by the Regional Landscape Architect or designee.
28. Authorization shall be by the Residency Administrator, District Traffic Engineer, and District Roadside Manager.
29. Shop drawings on each proposed sign structure shall be submitted to VDOT's Structure and Bridge for review and approval.

(Revised on 03/22)