

BD 6.7	SIGN POLICY	Resolution Number	13-65
		Resolution Date	05/15/13
		Effective Date	05/15/13
		Revision Date	
		Procedure Number	

PURPOSE	<p>The purpose of the NTTA Sign Policy (hereinafter referred to as "Policy") is to achieve consistent and uniform signing throughout the North Texas Tollway Authority (hereinafter referred to as "NTTA") system that will enable all users to identify and reach their desired destinations easily and safely. Uniformity and consistency in signs, images, and messages promote traffic safety.</p>
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POLICY STATEMENT	<p>Under authority granted by the United States Congress in 1966, the United States Secretary of Transportation has decreed that traffic control devices on all streets and highways in each state shall be in substantial conformance with standards issued or endorsed by the Federal Highway Administration (FHWA). The Texas Manual on Uniform Traffic Control Devices (MUTCD) is in substantial conformance with standards issued or endorsed by the FHWA. Traffic control signs placed and maintained on NTTA system will conform to the Texas MUTCD.</p> <p>The Texas MUTCD states:</p> <p style="padding-left: 40px;">"The purpose of traffic control devices, as well as the principles for their use, is to promote highway safety and efficiency by providing for the orderly movement of all road users on streets, highways, bikeways, and private roads open to public travel throughout Texas and the Nation.</p> <p style="padding-left: 40px;">Traffic control devices notify road users of regulations and provide warning and guidance needed for the uniform and efficient operation of all elements of the traffic stream in a manner intended to minimize the occurrences of crashes.</p> <p style="padding-left: 40px;">Traffic control devices or their supports shall not bear any advertising message or any other message that is not related to traffic control."</p>
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	<p>The Policy adopts the same principles and establishes the primary rules for all signs installed, operated and maintained by NTTA as well as signs designed and installed by all other agencies or entities on NTTA property.</p> <p>The Policy also supplements the Texas MUTCD by taking into consideration the unique operational requirements of NTTA facilities to allow the development and deployment of uniform, consistent signs, images, and messages that promote a safe and efficient roadway system.</p>
RESPONSIBILITIES	<p>NTTA staff, design engineers, and other consultants working on NTTA projects are responsible for following the Policy from project design and construction stages to routine maintenance and replacement of existing signs.</p>
SCOPE	<p>The Policy applies to all signs owned and installed by the NTTA as well as signs designed, fabricated, and installed by all other agencies or entities on NTTA property.</p> <p>In addition to the standard signs found in the Texas MUTCD, the following signs are also allowed and should be considered when conditions warrant and specific criteria are met:</p> <ul style="list-style-type: none"> • NTTA Toll Rate Signs shall be installed in advance of each toll location; • NTTA Tolltag, ZipCash, and TxTag plaques shall be incorporated into each toll rate sign and advance guide sign to indicate acceptable payment methods and the NTTA system’s interoperability; • NTTA Route Marker Signs (“Shield”) shall be used consistently for system-wide roadway identification and notification to roadway users that toll payments are required for these facilities • NTTA Trailblazer Signs shall be used to help roadway users access the NTTA facilities from major cross streets, informing them of the toll requirement on these facilities, and confirming the direction of travel at each major interchange. • Station marker signs shall be installed consistently on each NTTA facility. • Dynamic Message Signs (DMS) shall be designed and operated according to the provisions set forth in the Texas MUTCD. The signs may also be used to display additional safety messages and other significant events that are expected to impact NTTA’s toll road

	<p>operations. Such special messages shall be approved by NTTA Executive in charge of toll road operations with substantiating documentation.</p> <ul style="list-style-type: none">• Portable Changeable Message Signs (PCMS) are temporary traffic control devices to advise road users of unexpected situations. The signs shall follow the applicable design and application principles in Texas MUTCD and display only traffic operational, regulatory, warning, and guidance information, and shall not be used for advertising messages. Installation and maintenance of such signs for non-NTTA sponsored events or projects shall be the responsibility of the event organizer with prior approval from the NTTA Traffic Engineer or his/her designee.• Traffic Generator Signs may be considered for destinations that meet the applicable NTTA Traffic Generator Criteria. Design and installation of traffic generator signs shall meet the requirements set forth in the Texas MUTCD and the NTTA design standards. In addition, the local agency must provide adequate trailblazing signs along the frontage roads or cross streets before the corresponding traffic generator signs can be installed on the NTTA facilities.• Municipal District Signs are allowed to be used on the NTTA roadways for areas with at least one qualifying traffic generator defined in the NTTA Traffic Generator Criteria. The district names shall be identified in a master plan approved by the local municipality and are commonly referred to by the traveling public. Only one district sign is allowed for each direction of the main lane traffic and shall replace the individual traffic generator signs otherwise warranted. District signs shall be designed and installed consistently across the entire NTTA system. <p>Thank You For Driving With NTTA signs may be installed at exit ramps where space is available or on the back of "Wrong Way" or "Do Not Enter" signs to avoid sign cluttering.</p> <p>The following signs are not allowed within NTTA right-of-way:</p> <ul style="list-style-type: none">• Logos or advertising signs for private businesses• Temporary signs for non-NTTA related promotional/ community events• City Limit signs on the toll road main lanes
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	<p>All traffic control signs shall be designed, installed, and maintained to meet sign retroreflectivity requirements as specified in the Texas MUTCD and the associated NTTA standards. Unless otherwise described in an inter-local agreement (ILA) with the respective agency, NTTA signs installed off-system will continue to be maintained by NTTA.</p> <p>The Policy is not intended to limit or dismiss the experience, knowledge, engineering judgment, or professionalism of the designer, and deviations from the standards and criteria may be considered if within acceptable federal or state safety and engineering standards. It is the intent that the provisions of the Policy meet standards and criteria for traffic signs, but in no manner impose upon the NTTA's discretion to determine whether to install traffic signs in general or particular to a location within the NTTA's control. It is recognized that variances to the criteria in the Policy may be warranted. Any request for variance or interpretation shall be submitted along with substantiating documentation to the NTTA Traffic Engineer for review and approval by NTTA Executive in charge of toll road operations.</p> <p>All federal and state standard publications, including the FHWA MUTCD, the Texas MUTCD, and American Society for Testing and Materials Retroreflective Sheeting for Permanent Signing may supersede the Policy if a conflict arises.</p> <p>Except as otherwise approved on an individual project basis, plans and design for signing for vehicular traffic, on or within roadways, shall be performed, signed, and sealed by a Texas professional engineer with adequate experience in traffic signing.</p>
<p>DEFINITIONS</p>	<p>MUTCD – Manual on Uniform Traffic Control Devices</p> <p>Retroreflectivity – a property of a surface that allows a large portion of the light coming from a point source to be returned directly back to a point near its origin (<i>quoted from the Texas MUTCD</i>).</p>

Table 1 – Criteria for Traffic Generator Signs on NTTA System

Type of Generator	Specific Criteria		Sign Background Color
Hospitals	Eligible General Hospitals	Licensed under Chapter 241 of the Texas Health and Safety Code and in continuous operation (24 hours per day and 7 days per week)	Blue background
	Distance from Facility	<= 3 miles	
Major Shopping Areas (Malls)	Both enclosed shopping malls and outdoor, partially enclosed shopping areas that may include separate buildings of similar theme (Planned, developed, owned and managed as single property)	<= 3 miles plus 650,000 minimum square feet in area, and having a minimum of 2 anchor businesses, with a combined gross building area of no less than 150,000 square feet	Blue background
Recreational and Cultural Interest Areas *	Annual Attendance and distance from facility	200,000 people and <= 2 miles; plus 10,000 per mile of extra distance up to 5 miles plus 100,000 per mile for each additional mile over 5.	Brown background
Auditoriums Convention Halls	Seating Capacity	5,000	Brown background
	Parking Stalls	500	
	Distance from Facility	<= 2 miles	
Municipal Districts	Eligibility	The district name shall be defined in a city-approved master plan and has at least one eligible traffic generator within the district	Brown background
	Distance from Facility	<= 2 miles	
Airports	Eligibility	Commercial Airports listed in the Texas Airport System Plan (TASP)	Green background
	Distance from Facility	<= 5 miles	
Regional Transit Facility (Park & Ride Terminal)	Distance from the nearest NTTA facility exit	<= 3 miles	Green background
	Minimum number of parking spaces	200	
Colleges and Universities	Full-time Enrollment per semester at signed location	5,000 Up to 50% part-time students on a 2 for 1 basis may be used in meeting this criterion	Green background
	Off-Street Parking Stalls	500	
	Distance from Facility	<= 3 miles	
Legislative Offices (State and Federally Elected Offices Only)	Distance from Facility	<= 2 miles	Green background
<p><i>Note: To be signed as a traffic generator, the qualifying generator should be immediately adjacent to the signed NTTA roadway or lie on a roadway intersected by the signed NTTA roadway. If a facility or a private sign for the facility is clearly visible from the NTTA roadway, traffic generator signing should not be used.</i></p>			
<p><i>The local agency must provide adequate trailblazing signs along the frontage roads or cross streets before the corresponding traffic generator signs can be installed on the NTTA facilities</i></p>			
<p>• <i>State Parks may be signed from the nearest NTTA facility regardless of annual attendance.</i></p>			