

FREIGHT TRANSPORTATION ASSET INVENTORY

East Lake Rd from Tampa Rd to Pasco County Line			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6 pm-6am)	NB	north of Tampa Rd	
2 signs - R5-2 (No 6pm-6am)	NB	north of Keystone Rd	One sign in median
Trucks Entering Highway	NB	south of county line	Advisory
Trucks Entering Highway	SB	south of county line	Advisory
2 signs - R5-2 (No 6pm-6am)	SB	south of county line	One sign in median
2 signs - R5-2 (No 6pm-6am)	SB	south of Keystone Rd	One sign in median

McMullen Booth Rd/Bayside Bridge from Roosevelt Blvd to Tampa Rd			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6pm-6am)	NB	north of Curlew Rd	
R5-2 (No 6pm-6am)	NB	north of SR 580	
R5-2 (No 6pm-6am)	NB	north of Enterprise Rd	
2 signs R5-2 (No 6pm-6am)	NB	north of Sunset Point Rd	One sign in median
R5-2 (No 6pm-6am)	NB	north of SR 590	
2 signs R5-2 (No 6pm-6am)	NB	north of Drew St	One sign in median
R5-2 (No 6pm-6am)	SB	south of Tampa Rd	First sign on On-Ramp
R5-2 (No 6pm-6am)	SB	south of Tampa Rd	300 feet south of first sign, on On-Ramp to Countryside Blvd
2 signs R5-2 (No 6pm-6am)	SB	south of Curlew Rd	One sign in median
2 signs R5-2 (No 6pm-6am)	SB	south of SR 580	One sign in median
2 signs R5-2 (No 6pm-6am)	SB	south of Enterprise Rd	One sign in median
R5-2 (No 6pm-6am)	SB	south of Sunset Point Rd	
R5-2 (No 6pm-6am)	SB	south of SR 590	

49th Street from 22nd Ave S to Roosevelt Blvd			
Sign	Direction	Nearest Intersection	Description
R14-1	SB	north of 38th Ave N	
R14-1	SB	south of 31st Ave N	
R14-1	SB	north of 22nd Ave N	
R14-1	SB	south of 6th Ave N	
R14-1	SB	south of 1st Ave N	
R14-1	SB	south of 1st Ave S	
R14-1	SB	south of 4th Ave S	
R14-1	SB	south of 6th Ave S	
R14-1	NB	north of 16th Ave S	
R14-1	NB	north of 12th Ave S	
R14-1	NB	south of Fairfield Ave S	
R14-1	NB	north of 6th Ave S	
R14-1	NB	north of 1st Ave S	
R14-1	NB	south of Central Ave	
R14-1	NB	north of 1st Ave N	
R14-1	NB	south of 5th Ave N	
R14-1	NB	south of 9th Ave N	
R14-1	NB	south of 22nd Ave N	
R14-1	NB	north of 29th Ave N	
R14-1	NB	south of 38th Ave N	

FREIGHT TRANSPORTATION ASSET INVENTORY

Trinity Blvd from East Lake Rd to Pasco County Line			
Sign	Direction	Nearest Intersection	Description
2 signs R5-2 (No 6pm-6am)	EB	Trinity Blvd	One sign south of Trinity Blvd, one sign north of Trinity Blvd
R5-2 (No 6pm-6am)	WB	County Line	At County line

Keystone Rd from US 19 to Hillsborough County Line			
Sign	Direction	Nearest Intersection	Description

Note: No signs, route is Unrestricted. Tarpon Ave (SR 582) west of Keystone Rd is signed with R14-1 Truck Route signs

Anclote Rd from Pasco County Line to Alt US 19			
Sign	Direction	Nearest Intersection	Description

Note: No signs, route is Unrestricted. Freight Activity Center.

Anclote Blvd from Pasco County Line to Alt US 19			
Sign	Direction	Nearest Intersection	Description

Note: No signs, route is Unrestricted.

Klosterman Rd from Alt US 19 to US 19			
Sign	Direction	Nearest Intersection	Description

Note: No signs, route is Unrestricted.

Countryside Boulevard from Belcher Rd/Oak Neck Dr to SR 580			
Sign	Direction	Nearest Intersection	Description
R5-2(No 6pm-6am)	SB	south of SR 580	

Note: Recommend 2 signs, R5-2 (No 6pm-6am) NB near Belcher Rd and near US 19

Tampa Rd from Alt US 19 to Curlew Rd			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6 pm-6am)	EB	east of Alt 19	
R5-2 (No 6 pm-6am)	EB	east of Belcher Rd	
ITS Solar Speed Limit Sign	EB	east of Lake St George Rd	In median. Device has speed limit and tells motorist speed.
R5-2 (No 6 pm-6am)	WB	west of US 19	
R5-2 (No 6 pm-6am)	WB	west of Belcher Rd	

Note: Recommend R5-2 (No 6pm-6am) be installed EB east of US 19.

FREIGHT TRANSPORTATION ASSET INVENTORY

Forest Lakes Blvd from St Pete Dr to Tampa Rd			
Sign	Direction	Nearest Intersection	Description

Note: No signs, Unrestricted route.

Commerce Blvd/Forest Lakes Blvd from Tampa Rd to Hillsborough County Line			
Sign	Direction	Nearest Intersection	Description
All Through Trucks Rt Turn Only	NB on Commerece	south of Forest Lakes Blvd	
Truck Route Ahead	WB on FLB	west of Brooker Creek Rd	
Through Trucks Prohibited	WB on FLB	west of Brooker Creek Rd	pertaining to Brooker Creek Blvd
Truck Route Ahead	WB on FLB	west of Brooker Creek Rd	
Must Exit Next Left	WB on FLB	approaching Commerece Blvd	All Through Trucks Must Exit Next Left (similar to R13-1)
R5-2	WB on FLB	approaching Commerece Blvd	

Note: Freight Activity Center

Belcher Rd from Park Blvd to Tampa Rd			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6pm-6am)	SB	south of Tampa Rd	
R5-2 (No 6pm-6am)	SB	south of SR 580	
R5-2 (No 6pm-6am)	SB	south of Greenbriar Rd	
2 signs R5-2 (No 6pm-6am)	SB	south of Willow Trail	One sign in median
R5-2 (No 6pm-6am)	SB	south of Old Coachman Rd	
R5-2 (No 6pm-6am)	SB	south of Sunset Point Rd	
R5-2 (No 6pm-6am)	NB	north of Sunset Point Rd	
R5-2 (No 6pm-6am)	NB	north of Greenbriar Rd	
R5-2 (No 6pm-6am)	NB	north of SR 580	
R5-2 (No 6pm-6am)	NB	north of Curlew Rd	Sign in median

Note: Need R5-2 (No 6pm-6am) SB south of Curlew Rd

FREIGHT TRANSPORTATION ASSET INVENTORY

Hercules Ave from Drew St to Sunset Point Rd			
Sign	Direction	Nearest Intersection	Description
Trucks Entering Highway-1000 ft	NB	south of Gentry St	Advisory
Trucks Entering Highway-400 ft	NB	south of RR tracks	Advisory

Sunset Point Rd from Hercules Ave to McMullen Booth Rd			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6pm-6am)	WB	west of McMullen Booth Rd	
R5-2 (No 6pm-6am)	WB	west of US 19	
R5-2 (No 6pm-6am)	EB	east of Hercules Ave	
R5-2 (No 6pm-6am)	EB	east of Belcher Rd	
Note: Need R5-2(No 6pm-6am) WB west of US 19			
Note: Need R5-2(No 6pm-6am) EB east of US 19			

Drew St from Coachman Rd to Bayshore Blvd			
Sign	Direction	Nearest Intersection	Description
R5-2	WB	west of McMullen Booth Rd	No time restriction
Note: Recommend removal of this sign. Drew St segment is Unrestricted Through Route			

Alt US 19 from Gulf To Bay Blvd to Tyrone Blvd			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6pm-6am)	SB	south of SR 688	
R5-2 (No 6pm-6am)	SB	south of Walsingham Rd	
R5-2 (No 6pm-6am)	SB	south of 102nd Ave	
R5-2 (No 6pm-6am)	SB	south of Park Blvd	
R5-2 (No 6pm-6am)	SB	south of 54th Ave N	
R5-2 (No 6pm-6am)	NB	north of Tyrone Blvd	
R5-2 (No 6pm-6am)	NB	north of 54th Ave N	
R5-2 (No 6pm-6am)	NB	north of Park Blvd	
R5-2 (No 6pm-6am)	NB	north of 102nd Ave	
R5-2 (No 6pm-6am)	NB	north of 110th Ave	
R5-2 (No 6pm-6am)	NB	north of Walsingham Rd	
Note: Recommend R5-2 (No 6pm-6am) SB south of 110th Ave			

FREIGHT TRANSPORTATION ASSET INVENTORY

Keene Rd/Starkey Rd from Gulf To Bay Blvd to Ulmerton Rd			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6pm-6am)	NB	north of SR 686	
R5-2 (No 6pm-6am)	NB	north of Belleair Rd	
R5-2 (No 6pm-6am)	NB	north of Druid Rd	
R5-2 (No 6pm-6am)	SB	south of Gulf To Bay Blvd	
Note: Recommend R5-2 (No 6pm-6am) SB south of Druid Rd			
Note: Recommend R5-2 (No 6pm-6am) SB south of Belleair Rd			

Starkey Rd/Park Rd from Ulmerton Rd to Tyrone Blvd			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6pm-6am)	NB	north of 54th Ave N	
R5-2 (No 6pm-6am)	NB	north of Park Blvd	
R5-2 (No 6pm-6am)	SB	south of Bryan Dairy Rd	
R5-2 (No 6pm-6am)	SB	south of Park Blvd	
R5-2 (No 6pm-6am)	SB	south of 54th Ave N	

118th Ave N from Roosevelt Blvd to Starkey Rd			
Sign	Direction	Nearest Intersection	Description
Note: No signs, Unrestricted. Two R5-2 west of Starkey Road (one in median).			

Park Blvd from 66th St to Gulf Blvd			
Sign	Direction	Nearest Intersection	Description
Note: No signs, Unrestricted.			

FREIGHT TRANSPORTATION ASSET INVENTORY

9th St N from Ulmerton Rd to 54th Ave S			
Sign	Direction	Nearest Intersection	Description
R14-1	SB	north of 102nd Ave N	
R14-1	SB	south of 102nd Ave N	
R14-1	SB	south of Executive Cir Dr	
R14-1	SB	north of 94th Ave N	
R14-1	SB	north of 83rd Ave N	
R14-1	SB	north of 77th Ave N	
R14-1	SB	north of 70th Ave N	
R14-1	SB	north of 62nd Ave N	
R14-1	SB	north of 54th Ave N	(6pm-6am Restricted)
R14-1	SB	north of 38th Ave N	
R14-1	SB	north of 35th Ave N	
R14-1	SB	north of 30th Ave N	
R14-1	SB	north of 22nd Ave N	
R14-1	SB	north of 9th Ave N	
R14-1	SB	north of 7th Ave N	
R14-1	SB	north of 5th Ave N	
R14-1	SB	north of 11th Ave S	
R14-1	SB	north of 22nd Ave S	
R14-1	SB	north of 26th Ave S	
R14-1	SB	north of 45th Ave S	
R14-1	SB	north of CC Way	
R14-1	SB	north of 54 Ave S	
R14-1	NB	south of CC Way	
R14-1	NB	south of 45th Ave S	
R14-1	NB	south of 26th Ave S	
R14-1	NB	south of 22nd Ave S	
R14-1	NB	south of 18th Ave S	
R14-1	NB	south of 11th Ave S	
R5-2	NB	north of 4th Ave S	on 8th Ave S
R14-1	NB	south of 7th Ave N	
R14-1	NB	south of 22nd Ave N	
R14-1	NB	south of 30th Ave N	
R14-1	NB	south of 34th Ave N	
R14-1	NB	south of 38th Ave N	
R14-1	NB	south of 54th Ave N	(6pm-6am Restricted)
R14-1	NB	south of 62nd Ave N	
R14-1	NB	south of 70th Ave N	
R14-1	NB	south of 77th Ave N	
R14-1	NB	south of 83rd Ave N	
R14-1	NB	south of 94th Ave N	
R14-1	NB	north of 94th Ave N	
R14-1	NB	south of Executive Cir Dr	
R14-1	NB	north of Executive Cir Dr	
R14-1	NB	south of 102nd Ave N	
R14-1	NB	south of Roosevelt Blvd	

Note: 9th St. N is a one way street SB through Downtown

FREIGHT TRANSPORTATION ASSET INVENTORY

28th St from Roosevelt Blvd to Gandy Blvd			
Sign	Direction	Nearest Intersection	Description

Note: No signs, Unrestricted.

62nd Ave N from 4th St N to 66th St N			
Sign	Direction	Nearest Intersection	Description
R14-1	EB	east of 16th St, N	
R14-1	EB	east of 9th St N	
R14-1	EB	east of 4th St N	
R5-2	EB	west of 4th St N	
R14-1	WB	west of 9th St N	
R14-1	WB	west of 16th St N	

Note: Recommend R14-1 WB west of 4th St N
 Note: 2 lane undivided from 66th St to 34th St N - not in City of St. Petersburg
 Note: 4 lane undivided from 34th St N to 4th St N

54th Ave N from 4th St to 66th St N			
Sign	Direction	Nearest Intersection	Description
R5-2 (No 6pm-6am)	WB	west of 4th St N	
R5-2 (No 6pm-6am)	WB	west of 9th St N	
R5-2 (No 6pm-6am)	WB	west of 16th St N	
R5-2 (No 6pm-6am)	WB	west of 34th St, N	
R5-2 (No 6pm-6am)	WB	west of 49th St N	
R5-2 (No 6pm-6am)	WB	west of 58th St N	
R5-2 (No 6pm-6am)	WB	west of 62nd St N	
R5-2 (No 6pm-6am)	WB	west of 66th St N	
R5-2 (No 6pm-6am)	EB	east of 66th St N	
R5-2 (No 6pm-6am)	EB	east of 62nd St N	
R5-2 (No 6pm-6am)	EB	east of 58th ST N	
R5-2 (No 6pm-6am)	EB	east of 49th St N	
R5-2 (No 6pm-6am)	EB	east of 34th St N	
R5-2 (No 6pm-6am)	EB	east of 16th St N	
R5-2 (No 6pm-6am)	EB	east of 9th St N	

Note: Recommend R5-2 (No 6pm - 6am) both east and westbound at 28th Ave N.

FREIGHT TRANSPORTATION ASSET INVENTORY

22nd Ave N from 4th St N to 66th St N			
Sign	Direction	Nearest Intersection	Description
R14-1	EB	east of Tyrone/66th St N	
R14-1	EB	west of 58th St N	
R14-1	EB	west of 49th St N	
R14-1	EB	west of 43rd St N	
R14-1	EB	west of 34th St N	
R14-1	EB	west of 28th St N	
R5-2 (No 6pm-6am)	EB	west of I 275	
R14-1	EB	west of 16th St N	Recommend Removal
R5-2 (No 6pm-6am)	EB	east of 16th St N	
R14-1	EB	east of 9th St N (MLK Blvd)	
R5-2 (No 6pm-6am)	EB	west of 9th St N (MLK Blvd)	
R4-5	EB	west of 9th St N (MLK Blvd)	Trucks Use Outside Lane
R14-1	EB	east of 4th St N	
R5-2	EB	west of 4th St N	No times posted
R4-5	WB	west of 4th St N	Truck Use Right Lane
R14-1	WB	east of 9th ST N (MLK Blvd)	
R5-2 (No 6pm-6am)	WB	west of 9th St N (MLK Blvd)	
R14-1	WB	east of 16th St N	
R5-2 (No 6pm-6am)	WB	west of 16th St N	
R14-1	EB	east of 28th St N	
R14-1	EB	east of 34th St N	
R14-1	EB	east of 43rd St N	
R14-1	EB	east of 49th St N	
R14-1	EB	east of 58th St N	
R14-1	EB	east of Tyrone/66th St N	

Note: Recommend R5-2 (No 6pm-6am) WB east of 4th St N

Central Ave from 66th St to 34th St N			
Sign	Direction	Nearest Intersection	Description
R14-1	EB	At 66th St N	directing onto N/S route
R14-1	EB	west of 64th St S	
R14-1	EB	west of 58th St S	
R14-1	EB	west of 49th St S	
R14-1	EB	west of 43rd St S	
R14-1	EB	west of 40th St S	
R14-1	EB	west of 37th St S	
R14-1	EB	west of 34th St S	
R14-1	EB	east of 34th St S	directing onto N/S route
R14-1	WB	east of 37th St N	
R14-1	WB	east of 40th St N	
R14-1	WB	east of 43rd St N	
R14-1	WB	east of 49th St N	
R14-1	WB	east of 58th St N	
R14-1	WB	east of 64th St N	
R14-1	WB	west of 64th St N	
R14-1	WB	west of 66th St N	

Note: Recommend R14-1 WB east of 34th St N with appropriate arrows

FREIGHT TRANSPORTATION ASSET INVENTORY

22nd Ave S from 4th St N to 66th St S			
Sign	Direction	Nearest Intersection	Description
All Trucks	EB	west of 45th St S	Arrow denotation for truck route ahead (regulatory)
R14-1	EB	west of 43rd St S	
R14-1	EB	west of 37th St S	
R14-1	EB	west of 34th St S	
R14-1	EB	west of 31st St S	
R14-1	EB	west of 22nd St S	
R14-1	EB	west of 16th St S	
R14-1	EB	west of 4th St S	
R14-1	WB	east of 49th St S	
R14-1	WB	east of 9th St S (MLK Blvd)	
R14-1	WB	east of 16th St S	
R14-1	WB	east of 22nd St S	
R14-1	WB	east of 37th St S	
R14-1	WB	east of 43rd St S	

54th Ave S from 4th St N to US 19			
Sign	Direction	Nearest Intersection	Description
R14-1	EB	west of 31st St S	
R14-1	EB	west 22nd St S	
R14-1	EB	west 16th St S	
R14-1	EB	west of 9th St S (MLK Blvd)	
R5-2	EB	east of 9th St S (MLK Blvd)	
R5-2	4th St NB	north of 45th Ave S	54th Ave S EB dead-ends into 4th St S/N NB ends at 39th St S
R14-1	WB	east of 16th St S	
R14-1	WB	east of 22nd St S	
R14-1	WB	east of 31st St S	

5th Ave S/4th Ave S from 49th St N to 4th St N			
Sign	Direction	Nearest Intersection	Description
R14-1	EB	east of 43rd St S	
R14-1	EB	west of 31st St S	
R14-1	EB	west of 28th St S	
R14-1	EB	west of 22nd St S	
R14-1	EB	west of 16th St S	EB is One Way at 16th St S
R14-1	EB	west of 9th St S (MLK Blvd)	
R14-1	EB	east of 6th St S	
R14-1	WB	west of 4th St S	4th Ave S WB is One Way to 16th St S
R14-1	WB	west of 6th St S	4th Ave S WB is One Way to 16th St S
R14-1	WB	west of 7th St S	4th Ave S WB is One Way to 16th St S
R14-1	WB	west of 9th St S (MLK Blvd)	4th Ave S WB is One Way to 16th St S
(2) R14-1	WB	west of 16th St S	Signs on right and left side of one way street
R14-1	WB	east of 20th St S	
R14-1	WB	east of 22nd St S	
R14-1	WB	west of 22nd St S	
R14-1	WB	east of 28th St S	
R14-1	WB	east of 31st St S	
R14-1	WB	east of 34th St S	
R5-2	WB	west of 49th St S	

FREIGHT TRANSPORTATION ASSET INVENTORY

70th Ave N from US 19 to 49th St/66th St			
Sign	Direction	Nearest Intersection	Description
R14-1	WB	west of US 19	no directional arrow
R14-1	EB	east of US 19	no directional arrow
(2) R5-2	WB	west of RR tracks	
R5-2	WB	west of 58th St N	Truck Rt dead-ends west of RR tracks by Kanes Furniture

78th Ave N from 49th St to 66th St			
Sign	Direction	Nearest Intersection	Description
R5-2	EB	east of 66th St N	Truck Route Plan says Unrestricted and is wrong - no times
R5-2	EB	east of 60th St N	No specified times
R5-2	WB	west of 60th St N	No specified times

28th St N from 54th Ave N to I-275			
Sign	Direction	Nearest Intersection	Description
R14-1	SB	north of 38th Ave N	2 lane undivided roadway begins at 54 Ave N
R14-1	SB	north of 30th Ave N	
R14-1	SB	north of 22nd Ave N	
R14-1	SB	north of 13th Ave N	
R14-1	SB	north of 9th Ave N	4 lane divided begins south of 9th Ave N
R14-1	SB	north of 5th Ave N	
R14-1	SB	north of 1st Ave N	
R14-1	SB	north of Central Ave	
R14-1	SB	north of 1st Ave S	
R14-1	SB	north of 5th Ave S	2 lane undivided begins at 11 Ave S
Truck Route w/arrow	SB	north of 15 Ave S	
R14-1	15 Ave S WB	east of 28th St S	15 Ave S deadends at 34th St S
R14-1	SB	north of 18th Ave S	
R14-1	SB	north of 22nd Ave S	
R14-1	NB	south of 18th Ave S	
R14-1	NB	south of 5th Ave S	
R14-1	NB	south of 1st Ave S	
R14-1	NB	south of Central Ave	
R14-1	NB	south of 1st Ave N	
R14-1	NB	south of 5th Ave N	
R14-1	NB	south of 9th Ave N	
R14-1	NB	south of 13th Ave N	
R14-1	NB	south of 22 Ave N	
R14-1	NB	south of 30th Ave N	
R14-1	NB	south of 38th Ave N	

Note: Recommend (2) R14-1 approaching 15 Ave S and 31st St S. Latter needs to direct traffic onto 31st St S

Task IV – Inventory of Existing Freight Transportation Assets Technical Memorandum #3

Purpose of Existing Designation, Assets and Signage

Selective Exclusion Signs – Selective Exclusion signs give notice to road users that State or local statutes or ordinances exclude designated types of traffic from using particular roadways or facilities. If used, Selective Exclusion signs shall clearly indicate the type of traffic that is excluded. Typical exclusion messages include:

- **No Trucks (R5-2)**



R5-2*

- Commercial Vehicles Excluded (R5-4)
- Hazardous Cargo Prohibited (R14-3)

The word message NO TRUCKS may be used as an alternate to the No Trucks (R5-2) symbol sign. Often, the time of day restrictions are displayed on routes to use during daylight hours only such as 6:00 am to 6:00 pm.

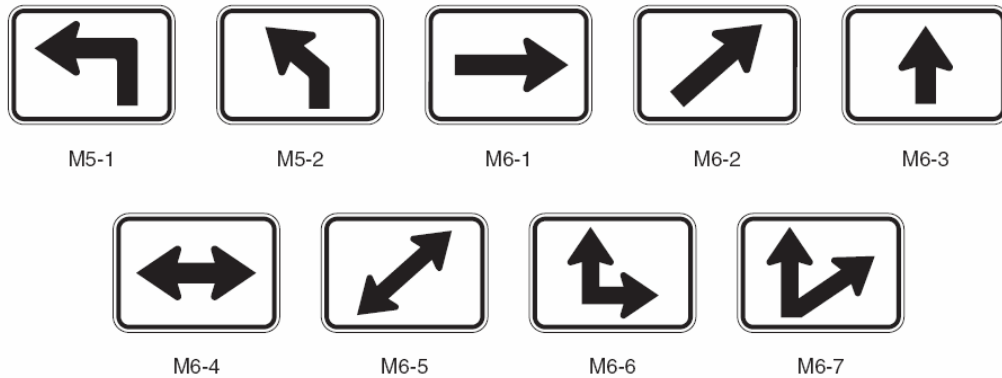
Truck Route Sign (R14-1) – The Truck Route (R14-1) sign should be used to mark a route that has been designated to allow truck traffic. On a numbered highway, the auxiliary TRUCK marker sign may be used. Often, directional arrows are displayed on routes and route approaches.



R14-1

Advance Turn Arrow Auxiliary Signs (M5-1, M5-2) – If used, the Advance Turn Arrow auxiliary sign shall be mounted directly below the route sign in Advance Route Turn assemblies, and displays a right or left arrow, the shaft of which is bent at a 90-degree angle (M5-1) or at a 45-degree angle (M5-2).

Directional Arrow Auxiliary Signs (M6 Series) – If used, the Direction Arrow auxiliary sign shall be mounted below the route sign in directional assemblies, and displays a single- or double-headed arrow pointing in the general direction that the route follows.



Slow Moving Traffic Lane Signs (R4-5) – The Slow Moving Traffic Lane signs are used to direct vehicles into an extra lane that has been provided for slow-moving vehicles. If an extra lane has been provided for slow-moving traffic, a **TRUCKS USE RIGHT LANE (R4-5)** sign, or other appropriate sign should be installed at the beginning of the lane. A **TRUCK LANE (R4-6)** sign, with the appropriate distance shown, should be installed in advance of the lane. If an extra lane has been provided for slow-moving traffic, a Lane Ends sign should be installed in advance of the point where the extra lane ends. Appropriate pavement markings should be installed at both the beginning and the end of the extra lane.



R4-5

Weigh Station Signs – An **All Trucks/Commercial Vehicles Next Right (R13-1)** sign should be used to direct appropriate traffic into a weigh station. The R13-1 sign should be supplemented by the D8 series of guide signs. The reverse color combination, a white legend and border on a black background, may be used for the R13-1 sign.



R13-1

Other Regulatory Signs – Regulatory word message signs other than those classified and specified in the Manual and “Standard Highway Signs” book may be developed to aid the enforcement of other laws or regulations. Except for symbols on regulatory signs, minor modifications in the design may be permitted provided that the essential appearance characteristics are met.

Source: Manual on Uniform Traffic Control Devices
Millennium Edition December 2000

US Department of Transportation and Federal Highway Administration