

NATIONAL COOPERATIVE HIGHWAY RESEARCH PROGRAM  
SYNTHESIS OF HIGHWAY PRACTICE

162

**SIGNING POLICIES, PROCEDURES,  
PRACTICES, AND FEES FOR LOGO AND  
TOURIST-ORIENTED DIRECTIONAL SIGNING**

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# **SIGNING POLICIES, PROCEDURES, PRACTICES, AND FEES FOR LOGO AND TOURIST-ORIENTED DIRECTIONAL SIGNING**

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**TRANSPORTATION RESEARCH BOARD**  
NATIONAL RESEARCH COUNCIL  
WASHINGTON, D.C.

AUGUST 1990

Systematic, well-designed research provides the most effective approach to the solution of many problems facing highway administrators and engineers. Often, highway problems are of local interest and can best be studied by highway departments individually or in cooperation with their state universities and others. However, the accelerating growth of highway transportation develops increasingly complex problems of wide interest to highway authorities. These problems are best studied through a coordinated program of cooperative research.

In recognition of these needs, the highway administrators of the American Association of State Highway and Transportation Officials initiated in 1962 an objective national highway research program employing modern scientific techniques. This program is supported on a continuing basis by funds from participating member states of the Association and it receives the full cooperation and support of the Federal Highway Administration, United States Department of Transportation.

The Transportation Research Board of the National Research Council was requested by the Association to administer the research program because of the Board's recognized objectivity and understanding of modern research practices. The Board is uniquely suited for this purpose as: it maintains an extensive committee structure from which authorities on any highway transportation subject may be drawn; it possesses avenues of communications and cooperation with federal, state, and local governmental agencies, universities, and industry; its relationship to the National Research Council is an insurance of objectivity; it maintains a full-time research correlation staff of specialists in highway transportation matters to bring the findings of research directly to those who are in a position to use them.

The program is developed on the basis of research needs identified by chief administrators of the highway and transportation departments and by committees of AASHTO. Each year, specific areas of research needs to be included in the program are proposed to the National Research Council and the Board by the American Association of State Highway and Transportation Officials. Research projects to fulfill these needs are defined by the Board, and qualified research agencies are selected from those that have submitted proposals. Administration and surveillance of research contracts are the responsibilities of the National Research Council and the Transportation Research Board.

The needs for highway research are many, and the National Cooperative Highway Research Program can make significant contributions to the solution of highway transportation problems of mutual concern to many responsible groups. The program, however, is intended to complement rather than to substitute for or duplicate other highway research programs.

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Project 20-5 FY 1988 (Topic 20-03)

ISSN 0547-5570

ISBN 0-309-04907-5

Library of Congress Catalog Card No. 90-70634

**Price \$8.00**

*Subject Areas*

Planning

User Needs

Human Factors

Operations and Traffic Control

*Mode*

Highway Transportation

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The project that is the subject of this report was a part of the National Cooperative Highway Research Program conducted by the Transportation Research Board with the approval of the Governing Board of the National Research Council. Such approval reflects the Governing Board's judgment that the program concerned is of national importance and appropriate with respect to both the purposes and resources of the National Research Council.

The members of the technical committee selected to monitor this project and to review this report were chosen for recognized scholarly competence and with due consideration for the balance of disciplines appropriate to the project. The opinions and conclusions expressed or implied are those of the research agency that performed the research, and, while they have been accepted as appropriate by the technical committee, they are not necessarily those of the Transportation Research Board, the National Research Council, the American Association of State Highway and Transportation Officials, or the Federal Highway Administration of the U.S. Department of Transportation.

Each report is reviewed and accepted for publication by the technical committee according to procedures established and monitored by the Transportation Research Board Executive Committee and the Governing Board of the National Research Council.

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The Transportation Research Board evolved in 1974 from the Highway Research Board, which was established in 1920. The TRB incorporates all former HRB activities and also performs additional functions under a broader scope involving all modes of transportation and the interactions of transportation with society.

*Published reports of the*

**NATIONAL COOPERATIVE HIGHWAY RESEARCH PROGRAM**  
*are available from:*

Transportation Research Board  
National Research Council  
2101 Constitution Avenue, N.W.  
Washington, D.C. 20418

Printed in the United States of America

## **PREFACE**

A vast storehouse of information exists on nearly every subject of concern to highway administrators and engineers. Much of this information has resulted from both research and the successful application of solutions to the problems faced by practitioners in their daily work. Because previously there has been no systematic means for compiling such useful information and making it available to the entire highway community, the American Association of State Highway and Transportation Officials has, through the mechanism of the National Cooperative Highway Research Program, authorized the Transportation Research Board to undertake a continuing project to search out and synthesize useful knowledge from all available sources and to prepare documented reports on current practices in the subject areas of concern.

This synthesis series reports on various practices, making specific recommendations where appropriate but without the detailed directions usually found in handbooks or design manuals. Nonetheless, these documents can serve similar purposes, for each is a compendium of the best knowledge available on those measures found to be the most successful in resolving specific problems. The extent to which these reports are useful will be tempered by the user's knowledge and experience in the particular problem area.

## **FOREWORD**

*By Staff  
Transportation  
Research Board*

This synthesis will be of interest to traffic engineers, planners, and others interested in providing directional guidance to motorists. Information is provided on policies and procedures used by states in establishing and operating signing programs that provide information on available motorist services and tourist attractions.

Administrators, engineers, and researchers are continually faced with highway problems on which much information exists, either in the form of reports or in terms of undocumented experience and practice. Unfortunately, this information often is scattered and unevaluated, and, as a consequence, in seeking solutions, full information on what has been learned about a problem frequently is not assembled. Costly research findings may go unused, valuable experience may be overlooked, and full consideration may not be given to available practices for solving or alleviating the problem. In an effort to correct this situation, a continuing NCHRP project, carried out by the Transportation Research Board as the research agency, has the objective of reporting on common highway problems and synthesizing available information. The synthesis reports from this endeavor constitute an NCHRP publication series in which various forms of relevant information are assembled into single, concise documents pertaining to specific highway problems or sets of closely related problems.

On Interstate and other controlled-access highways, signs that show the logos of nearby gas, food, lodging, and camping facilities provide valuable assistance to motorists. This report of the Transportation Research Board describes the policies and procedures used by states to install and maintain those signs as well as other types of signs that direct motorists to tourist services and attractions.

To develop this synthesis in a comprehensive manner and to ensure inclusion of significant knowledge, the Board analyzed available information assembled from numerous sources, including a large number of state highway and transportation departments. A topic panel of experts in the subject area was established to guide the researcher in organizing and evaluating the collected data, and to review the final synthesis report.

This synthesis is an immediately useful document that records practices that were acceptable within the limitations of the knowledge available at the time of its preparation. As the processes of advancement continue, new knowledge can be expected to be added to that now at hand.

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## **ACKNOWLEDGMENTS**

This synthesis was completed by the Transportation Research Board under the supervision of Robert E. Skinner, Jr., Director for Special Projects. The Principal Investigators responsible for conduct of the synthesis were Herbert A. Pennock and Martin T. Pietrucha, Special Projects Engineers. This synthesis was edited by Judith Klein.

Special appreciation is expressed to Archie C. Burnham, Jr., Ellenwood, Ga., who was responsible for the collection of the data and the preparation of the report.

Valuable assistance in the preparation of this synthesis was provided by the Topic Panel, consisting of Robert B. Helland, Highway Engineer, Federal Highway Administration; Barry King, Assistant Deputy Chief Engineer, Traffic, Maryland Department of Transportation; Kenneth F. Kobetsky, Director, Traffic Engineering Division, West Virginia Department of Highways; Douglas F. McCobb, Engineer of Traffic, Maine Department of Transportation; William Mullowney, Project Engineer, Research, New Jersey Department of Transportation; and Philip Russell, Chief, Traffic Control, Standards, and Applications Branch, Federal Highway Administration.

David K. Witheford, Engineer of Traffic and Operations, Transportation Research Board, assisted the NCHRP Project 20-5 Staff and the Topic Panel.

Information on current practice was provided by many highway and transportation agencies. Their cooperation and assistance were most helpful.



# **SIGNING POLICIES, PROCEDURES, PRACTICES, AND FEES FOR LOGO AND TOURIST-ORIENTED DIRECTIONAL SIGNING**

## **SUMMARY**

Since the enactment of the Highway Beautification Act of 1965 (23 USC 131f), states have been faced with the question of how to adequately meet the motorist's signing/information needs. One problem is how to use logo or TOD (tourist-oriented directional) signing without displacing, devaluating, or unfairly competing with other sources providing the same information, mainly outdoor advertising. Some states have handled this problem better than others. Despite these difficulties, an increasing number of states have begun to provide both logo and TOD signing since these programs first began. As more innovations are applied to the programs, the complexities of administering these programs have been magnified.

Initially the Federal Highway Administration and more recently the *Manual on Uniform Traffic Control Devices* (MUTCD) have provided guidelines for the use of these types of signs. However, many states found it necessary to depart from some of the guidelines to provide for the orderly program implementation. These departures started as variations in the operating conditions of the businesses (e.g., facilities, hours of operation, etc.). They now include exceptions for the number of signs on a given panel, the types of roads on which such signs can be placed, and the maximum distance allowed to participating services. In addition, many states include the types and amounts of fees that can be charged in their guidelines.

Logo and TOD programs can be broken into six major components. These are: (a) policy, (b) administration, (c) eligibility requirements, (d) design standards, (e) fee schedule, and (f) waiver procedure. Whether work is undertaken by state forces, as is done in most cases, or franchised to outside contractors, these components are the focal points that contain areas for potential abuse and the opportunities for equity and efficiency.

In mid 1990 there were 40 states that maintained either one or both of the logo and TOD programs. In addition to the 40 states with an active logo and/or TOD plan, there were at least 6 that had active logo plan evaluations under way. Most of the continuing demand for expansion has come from satisfied motorists who speak favorably of the program. This demand generates political pressure in adjoining states that do not currently have a program. There is also pressure to expand the logo program beyond the Interstate system to other expressways in rural areas.

During the period in which states have used these types of signing, general consensus exists that the problems of program management have increased. Fears of being accused of competing with private industry have also escalated. Although many states have

worked hard to avoid confrontations, problems continue because of specific operational practice preferences within a region, political mandates, and a lack of understanding of the opportunities and limitations of these programs.

A key to the successful operation of these programs appears to be the development of policies that address all concerns. Procedures need to be developed that have the flexibility to adjust to individual and isolated conditions. Fee policies must also be reasonable and just.

## CHAPTER ONE

## INTRODUCTION

Years ago, fearing that drivers could become stranded in remote areas accessed by the new Interstate highway system, many states began to evaluate supplemental or alternative signing for the gas, food, lodging, and camping needs of motorists. The enactment of the Highway Beautification Act of 1965 (23 USC 131f) allowed states to undertake programs to provide this type of signing. Soon thereafter, several states developed pilot programs to test the effectiveness of this type of signing. These pilot programs used signs that identified motorist services by the logotype (i.e., logo) of the service provider. Some of the early developers of state logo programs were Minnesota, Washington, Oregon, Iowa, New Mexico, California, Virginia, and Georgia.

Some of these first efforts met with objections that they were arbitrary in their selection of program participants (i.e., the businesses), unfairly competitive with outdoor advertising interests, and too expensive to implement and maintain. Many of these objections were turned into legal challenges that had to be resolved in the courts. Because of these conflicts and others, only a few other states were eager to undertake logo programs. However, many of the logo programs met with success because of the states' efforts to work out these problems. States with successful pilot projects eventually expanded these projects into statewide programs for logo signing.

Initially, the logo signing programs were reserved for Interstate and controlled-access highway systems, but with support from motorists and others, many of these programs began to expand. Operations were considered for remote areas on other

major highways and, in some cases, on two-lane roads. Expansion of the logo programs forced the states to consider issues such as: the number of signs on a panel, the distance from the road to the business location, the hours of business operation, the sign installation fees, the methods and schedules for sign maintenance, etc. All of these presented challenges for the new programs.

By 1990, a majority of the states (38) displayed logos for identification of various gas, food, lodging, and camping facilities in their states (Figures 1-4). With six additional states in the planning stage for adopting a similar programs, only six states remained without current plans for a logo program (Figure 5).

Many businesses, some having historical and scenic attributes, felt the original logo program concept was applicable to them. However, because the logo programs were limited to gas, food, lodging, or camping, these businesses could not qualify. As the logo programs met with increasing success, pressure began to mount for similar recognition of these other types of attractions. This created a demand for additional signing. Thus, tourist-oriented directional (TOD) sign programs became an alternative to the logo programs for providing information to motorists seeking tourist-oriented facilities.

The TOD sign programs were established in a manner similar to the logo programs, with an emphasis on providing motorist information without advertisement of, or promotion of, the facility. Pilot programs were started in several states under the Official Business Directional Signs (OBDS) effort to provide infor-



FIGURE 1 Typical display of gas services.



FIGURE 2 Typical display of food services.





FIGURE 3 Typical display of lodging services.

mation for other businesses needing directional signs. As with the logo programs, difficulties arose in selecting the services allowed, conditions for qualification, and financing for the programs.

The early standards for the logo and TOD programs were deficient in many areas. As more experience was gained with these programs, many of the deficiencies were corrected. Now standards for these types of signs have been incorporated into the revised edition of the *Manual on Uniform Traffic Control Devices for Streets and Highways* (MUTCD) (see Appendix A).

In this synthesis, some of the principal considerations for operating either a logo or a TOD sign program are discussed in detail. It should be noted that the most successful programs are based on a sound administrative policy developed by the governmental agency having jurisdiction. Sound policies provide motorist information yet keep safety as the priority. The fundamental elements of these policies will be discussed in depth. They include:

#### Sign Location/Function

- Mainline
- Ramps
- Trailblazer
- Auxiliary



FIGURE 4 Typical display of camping services.

#### Design

- Color
- Shape
- Size
- Materials
- Structures

#### Program Eligibility Factors

- Type of Facility
  - Commercial
  - Recreational
  - Historic
  - Scenic
- Size of Facility
- Distance from the Roadway
- Amenities

#### Administration

- Permits
- Fees
- Information Resources



## CHAPTER TWO

## LOGO SIGNS

Logo signs are reserved for identifying service information for food, gas, lodging, and camping. This type of signing has generally been used on the Interstate highway system, although some states have expanded its use on other limited-access and conventional roads as well. In 1988, there were 37 states where logo signing programs were in effect. A review indicated that many of these agencies were not among the initial program participants. Some states started pilot programs that were discontinued and then later reestablished. Minnesota is an example of one such state. It discontinued its program because of projections of the amount of time that would be involved in its administration. Subsequently, Minnesota reentered the logo program, contracting its administration to a franchisee. Some states started a pilot program in one area before expanding it to other areas of the state. Georgia and Virginia are examples, both having received public support for their initial programs. Some states went directly into a statewide program and, finding it unworkable, withdrew their participation. Four states made a decision at the outset not to enter into a program and currently maintain that status. Six others have logo program studies under way. However, the majority of states that continued a program past its pilot phase have found it satisfactorily fulfilled the need to provide vital information to motorists.

## POLICY

A good logo policy addresses the needs of potential users by having procedures that are flexible enough to recognize individual and isolated conditions. It should also charge reasonable fees.

## ADMINISTRATIVE PROCEDURES

To participate in a logo program, the facility (i.e., the business) is usually required to submit a written application with maps or plans indicating the location and design of the signing (see Appendix B for examples of representative forms and permits). Further, the facility has to provide plans for the sign that meet the desired specifications—dimensions, colors, legend, and materials to be used. The application must also include plans for any supplementary signing, trailblazers, or other information.

Applicants usually have to complete the application within a 90-day period. If after that time the applicant has not been able to satisfactorily address the questions posed by the appropriate agency, the application is usually denied. This administrative practice is necessary to keep the process running smoothly and equitably and because the eligibility of businesses changes as other facilities apply.

The administrative procedure must clearly indicate that the fees charged to the applicant will entitle him to receive a limited amount of service from the state agency. These services are normally restricted to the erection, inspection, maintenance, and/or removal of the applicant's logo sign. Some states, however, have additional fees for some of these services. All fees are usually contained in a fee schedule that is made available to the applicant.

Most logo signing permits are authorized for a one-year period, renewable subject to the condition that the business is still qualified at the end of the period. Renewal fees are generally as high as the application fees.

The state's procedures should provide a method for terminating permits. Typically, this is triggered by some violation of the standards. Some states will notify a business of such a violation and give the business a specified time period to correct it (e.g., 30 days) or face expulsion from the program. Other states keep a record of violations and bring them up with the offending business when its program permit is renegotiated.

## ELIGIBILITY REQUIREMENTS

There are many qualifications that have to be met for a business to participate in a logo sign program. All businesses must assure that they will provide public accommodations without regard to sex, race, color, creed, or national origin. Additionally, there are specific requirements for each type of service. Some of the requirements that have been used are listed below (note: minimum operating hours, diners, bedrooms, and camping sites vary by state):

- Facilities offering gas or fuel shall include services for fuel, oil, water, tire service, and minor repairs; must have a rest room, drinking water, and a telephone; and must be in continuous operation, usually for 16 hours a day, seven days a week.
- Food facilities must be licensed and serve three meals a day, seven days a week, and have seating for at least 50 people. Additionally, a telephone and a rest room are often required.
- Lodging requirements include a business license, at least 25 rooms with private baths, a telephone, and accessibility on a 24-hour basis.
- Camping facilities must be licensed, have the grounds accessed by a well-maintained roadway, provide a minimum of 25 camping and parking spaces, have an adequate supply of drinking water, and have modern sanitation facilities.

Because only a limited number of businesses can participate in the program (i.e., fit on a sign) and there often are many



eligible businesses at a specific location, some consistent and equitable method of establishing priority is required. This is usually done by measuring the distance from the main highway to the facility. Measurements are made directionally, starting from the beginning of the deceleration lane the motorists would exit and continuing to the business. (Most agencies set a maximum allowable length, usually three miles or less, as a limit for inclusion.) Because a limited number of businesses can be accommodated on a sign, those located closer to the roadway and meeting all other standard criteria have their logos displayed.

This system produces one major problem. As time passes, other businesses may locate closer to the roadway than those that are already listed. For this reason, most states issue a permit for a limited period (usually one year), after which the renewability is dependent on conditions existing at that time. Often, an agency has to notify a business that a permit will not be renewed because of the application of a competitor who appears to be more qualified. This situation has initiated some of the most serious legal challenges to logo sign programs. The states that have been consistent and equitable in applying program criteria have successfully withstood these challenges. For example, when an interchange is developed and there are existing businesses located considerable distances from the interchange, these businesses are often advised that they are being admitted into the logo program on a conditional basis until such time as other qualified applicants develop facilities closer to the interchange. Having some type of disclaimer to deal with this situation lets the inevitable "bumping" be handled smoothly.

Care must be taken to avoid situations where decisions regarding program participation seem capricious to the businesses. For example, on occasion, a business will decide to no longer participate in the program. Later on, a new business may develop that is a competitor of the old participant. Since there is space available on the service sign because of the withdrawal of the old business, the new business decides to be listed on the logo sign. Suddenly, the old business has a renewed interest in the program because of the new arrival, and bumps the new business at renewal time. Although this change of logos is all done by the rules, this "revolving door" situation can cause problems.

A procedure is usually developed whereby those who are no longer qualified to continue their participation are notified in writing and given sufficient advance notice of the action that is pending. This provides time for appeal or other action by the affected businesses. For example, on a crowded panel in Georgia, two nationally known motels, both of which had quality restaurants, worked out an internal arrangement in which one would be signed as lodging, the other as a restaurant, so both could be identified at the same interchange. By forfeiting the right to participate in one program phase because of strict eligibility requirements, both businesses were able to receive signing, even though the signing identified one motel as lodging and the other as a restaurant. Because the logos were nationally known, the operational effect was satisfactory to both users.

Many states have established communication through local commercial/retail organizations to explain the logo program and to encourage members to abide with the requirements. When a dispute arises, it is addressed not only by a state agency but also by the local organization.

Most states set up a process to review applications for logo services on a district-by-district basis so that field surveys can be conducted to validate the information submitted. Although

most states require applications to be certified correct by the applicant, it is much better to validate their authenticity than to act on the presumption they are correct and find out later that there are errors. Special care should be taken to check that the applicant has measured the distances from the highway in the same manner as that prescribed by the state.

After a review for authenticity, the field inspector will make a recommendation regarding the application and forward it to an approval officer. In some states that officer may be a superior in the field district. In others, the officer may be located in the central office. The approval officer will make a final decision approving or disapproving the application and see that proper cross-reference is made with other applicable files. For example, some business applicants applying for the logo program are deficient in prior obligations with the department to furnish right-of-way, correct utilities, etc. This cross-reference provides an opportunity to correct those deficiencies before the approval process is completed. Once approval is granted, appropriate permit numbers are assigned, and the applicant is advised that the business logo sign submitted with the application will be erected.

The administration of the permit then becomes the responsibility of those within the department who have involvement in the construction and maintenance of signs. This could include the construction, maintenance, rights-of-way, or utilities personnel. Once the sign is in place, a review and inspection must be completed before the applicant is released from any responsibility to the agency including the release of any bond.

## WAIVERS

The most common request for a waiver in the logo program is for a business just outside the distance eligibility limits. This makes the methods for measuring distances to such a business critical. Most states conduct their measurements directionally, beginning at the taper point for the deceleration lane and stopping at the nearest edge of the property line. In the case of roads running parallel to the Interstate, awkward situations occur when one has to explain that a nationally known, fast-food franchise in plain sight of the Interstate cannot qualify when a "mom and pop" hot dog stand on a parallel frontage road does. Fortunately, these are not the usual situations at an interchange.

However, each interchange proves to have some businesses out of conformity with some of the requirements. This produces a flood of requests for waivers. Some of the requests include: changing the hours of operation, changing the number of meals served, and beginning participation in the program while deficient standards are being corrected (e.g., a business begins participation with the understanding that the required public telephone, which it does not have, will be installed within a specified time). All of these present problems in evaluating the situation at an interchange and making an equitable determination for the involved parties. However, many businesses have modified their operations to change the number of meals served, hours of operation, etc., to qualify for participation in the logo program.

When standards are not followed, motorists often exit from the roadway only to find the facility inadequately provides the advertised service or is closed. The state must be especially careful whenever a waiver is granted or else it may find itself answering many motorist complaints. Ultimately, criteria for eligibility must be established and the state must be consistent in how it

TABLE 1  
AVERAGE FEE STRUCTURES FOR LOGO SIGNS

28 State-Operated LOGOS (Assume 2 Mainline Signs)				
States	1st Year Mainline	Other Cost (Ramp, trailblazer reinstallation & removal)	Annual Cost and Renewal or Maintenance	Annual Cost Range
9	<\$400	<\$100	\$271	\$100 - 400
10	\$400 - 500	<\$250	\$437	\$400 - 500
4	\$501 - 850	<\$200	\$645	\$550 - 850
3	\$851 - 1,200	<\$150	\$1,023	\$910 - 1,200
2	>\$1,200	<\$100	\$1,990	\$1,700 - 2,280

NOTE: 5 states charge additionally \$5000 to \$13,000 for background panels.

8 State-Contracted LOGOS (Assume 2 Mainline Signs)				
8	\$3336	\$545	\$2250	\$350 - \$2,400

#### Variable Charges in LOGO Programs

Application	Mainline	Ramp	Cross Road & Other	Removal and Replace	Total Cost
12 @ \$2675 \$223 avg.	33 @ \$27,245 \$826 avg.	9 @ \$1600 \$178 avg.	6 @ \$375 \$63 avg.	12 @ \$725 \$60 avg.	36 @ \$34,438 \$957 avg.

applies waivers. One state has never approved a waiver without stipulating that it can nullify the waiver at a later date.

#### FEES

The fees for application/participation in logo programs vary by state. Although most states are attempting to recover their actual costs on a nonprofit basis, some include costs for more different services than others. For example, because the manpower used in the program varies, from states that use 1 full-time person to others that use 75 part-time people, the cost of labor is calculated differently in each state program. Normally, the fees run from \$200 to \$300 per year, per business logo, with a business usually having at least two logos per interchange. In addition, some states add an extra fee for reinstallation or removal. An analysis of one state's fee structure verified that the fees charged were sufficient to recover both direct and indirect costs for administering the program. (See Table 1 for a review of the fee structures throughout the country.)

States using private contractors for the erection of the signs must ensure that all costs are reflected in the fees charged. Fees must include initial construction costs and a reasonable profit to the contractor.

Setting proper fees assures fair competition between businesses applying for admission to the logo signing program and pre-empts competition with outdoor advertising. One state, Virginia, found that the fee for outdoor advertising signs was much larger compared with the fees that the state was charging for logo signing (\$30,000 versus \$150 per year). Naturally, the size, amount of copy, diversity, and graphic detail is far greater in outdoor advertising signs.

Many states have initiated a two-phase program in which the background panels are erected with federal-aid Interstate assistance and the cost of fabricating the logos has been borne by the applicants. For the most part, the state will place and/or maintain the logos on the background panel for the cost of the application/permit fee that is paid by the user. Appendix C



contains information about the 36 states that had logo signing programs at the end of 1988.

## DESIGN REQUIREMENTS

The design standards for logo signs are very specific. They address both the color and the legends of the signs. Background panels are blue with white reflectorized borders and legends (e.g., the words gas, food, etc.). The logos are reflectorized symbols or trademarks of the business with or without a white border. The logo messages, symbols, or trademarks may not resemble official traffic control devices. All directional arrows, messages, and numbers are white and reflectorized. Design standards for logo signs should stipulate all requirements, including shape, size, color, size of legend, amount of copy, and other technical criteria.

Occasionally there will be a request for auxiliary signs to be attached to the logo. An auxiliary sign to notify motorists of the availability of diesel fuel is often requested by businesses. Use of auxiliary signs is generally discouraged. Businesses are encouraged to apply their standard logo without auxiliary comments such as "credit cards accepted," the acknowledgment of rating systems (e.g., AAA approved), hours of operation, or other supplementary messages.

At individual interchanges, up to four services can be identified on separate signs. For sparsely developed locations, services can be combined on a sign panel to display two different types of services, such as food and lodging. (Complete guidelines, including sign location, are published in the MUTCD for logo signing, which is shown in Appendix A, Part 2G.)

As a general rule, a single service (e.g., gas) sign is located at least 800 ft (244 m) before the display of the "Exit" sign to an interchange. When all of the services are present, each of the four signs is spaced 800 ft apart, requiring an additional 3200 feet (975 m). If interchanges are closely spaced, this may not be possible. Some states compensate for this by running the logo system to overlap the guide sign system. This means that the logo signs are placed in the area usually reserved for the guide signs alone. Although this is not necessarily the best solution, it often cannot be avoided because of the existing dimensions at the interchange. As mentioned, when there is a small number of business activities at an interchange, a state may combine services onto one or two sign panels to reduce the total number of signs.

Special design consideration must be given to the type of interchange that is being signed. Single exit ramp interchange (e.g., a diamond interchange) requirements are different from those at a double ramp interchange (e.g., a cloverleaf). Again, if there are a limited number of facilities in a given area, the design can be varied to accommodate two or more different types of services on the same background panel.

Special emphasis should be placed on providing design requirement instructions that clearly define the criteria for mainline, ramp, and trailblazer signs. In most cases, ramp and trailblazer signs are never authorized without the approval of a mainline sign. Many times, ramp and/or trailblazer signs are not used at all. For example, some states only use ramp signs when the services are not immediately available at the bottom of the ramp. Mainline signs must be qualified by direction. Sometimes, because of location, a business will qualify for one direction and not another.

It is important to note that when these signs are erected on highway rights-of-way, they must meet the same standards as other highway signing (i.e., the posts must be breakaway and the requirements for strength must be comparable with those required for other highway guide signs). Standards for lateral clearance, vertical clearance, wind load, and geometrics must be met in the placement and location of these signs.

The size of the mounting posts for the background panel is usually determined by the state in accordance with the similar standards required for Interstate guide signs. At any rate, they should be large enough to accommodate business information logos that will be 48 × 36 in. (1.22 × 0.91 m) for gas facilities and 60 × 36 in. (1.52 × 0.91 m) for food, lodging, and camping at interchanges. Spacing between individual business information panels is at least 8 in. (0.20 m) in the vertical plane and 12 in. (0.30 m) in the horizontal.

Most states are concerned with potential liability situations caused by the acts of others on highway rights-of-way. For that reason, construction and maintenance is normally performed by a state agency or its contractor and almost never by an applicant or the applicant's representative. This keeps down the number of claims and provides consistency and uniformity in the workmanship that is displayed to the public.

## DOCUMENTATION

All of the information outlined in this chapter is normally compiled in a single document describing a state's logo signing policy. A typical logo signing policy is included in Appendix D.

## CHAPTER THREE

**TOURIST-ORIENTED DIRECTIONAL SIGNS**

Tourist-oriented directional signs are used to identify tourist-oriented cultural, historical, and recreational activities, including national and state parks and some commercial establishments. They are displayed on conventional roads that are part of the state highway system, exclusive of Interstates and controlled-access facilities.

Four states (Oregon, New York, Washington, and Iowa) have TODS programs that closely follow MUTCD criteria. Eleven other states either have very little TOD signing, or their program standards are in substantial need of revisions in order to comply with current MUTCD provisions (see Appendix A, Part 2I).

**POLICY**

Similar to logo sign policies, good TODS policies address the need of potential users by having procedures that are flexible enough to recognize individual and isolated conditions. They should charge reasonable fees.

**ADMINISTRATIVE PROCEDURES**

Because tourist-oriented attractions are usually stable with long-term interests, most states accept permit applications with terms of up to five years. Permits are worded to reduce the state's liability exposure from events that occur at the attraction.

The user (i.e., the business, service, or activity serving tourism) is required to submit a written application that includes all of its needs (i.e., principal signing requests, trailblazers, maps or plans indicating the location and design of the signing, and a specification of the desired dimensions, color, legend, and materials for the sign). A TODS business participant is encouraged to modify maps, brochures, and other advertising literature to include TOD signing references.

**ELIGIBILITY REQUIREMENTS**

Criteria for eligibility include several factors, such as type of facility, volume of traffic attracted, and availability of the attraction. Most states have established the following priority list for TODS, based on attraction type: parks; historical, cultural, or recreational locations; and commercial establishments.

The distance to and size of the attraction must also be taken into consideration. Many states have limited the distance for inclusion in the program to 10 miles from the highway (the MUTCD recommends 5 miles). However, if the attraction draws a large number of visitors (more than a million per year), it may

be appropriate to include it in the TOD program even if it is more than 10 miles from the highway. On the other hand, if the attraction has a small draw (thousands of visitors per year), it may be appropriate to include it in the TOD program only if it is relatively close to the highway. Some states will not consider signing if the business is located on a state highway. Instead they will mark the turning point from that highway if a local system of roads must be used. As is the case with logo signing, many states will not consider applications if the motorist's need is fulfilled by outdoor advertising or if the facility has on-the-premises advertising signs that are visible from the highway in question.

Another factor to be considered is the operating times of the attraction. Attractions receiving visitors all year long during normal business hours usually get more consideration for signing than part-time or seasonal operations. If part-time attractions (e.g., sporting events) are approved, then a mechanism should be in place to see that the signs are posted before an event and removed afterward.

As with logo signs, there is usually a limit on how many identifiers (points of interest) can be placed on a given TOD sign. Policies citing specific considerations, such as distance, have the potential for creating problems when other attractions that are larger (i.e., attract more visitors, cover more acreage, etc.) than existing program participants demand to be included in the program. It is very difficult to cease recognition of one activity in favor of another after the first has already been included on a sign.

**FEES**

Fees for the display of a TOD slat usually begin at \$50 per year. Agencies should explain what the fee is for. The fee normally covers the state agency's cost for the administration of the application. This includes processing the information for approvals, assuring all sign requirements have been met, arranging for the installation and inspection, following up on maintenance, and monitoring in general.

The agency must also bear the cost of certain activities such as installing the sign supports, attaching the panels to the supports, and, in some cases, maintaining the sign assembly. Provisions should be made to address how this expense is to be borne. The fees generally do not include the cost of fabricating and supplying the sign panels in accordance with the specifications set by the state. Additional fees for replacement and for sign panel maintenance are also charged by most agencies.

## DESIGN REQUIREMENTS

Mainline signs are generally displayed at junction points on roads that are part of the state highway system, exclusive of the Interstates and controlled-access facilities. In some cases, policy may allow for an advance sign as part of the initial installation, or the replacement of existing intersection signing with an advance sign, especially if the intersection is already over-signed. Trailblazer signs should be used after a motorist leaves the state highway system to mark the route to the destination. A trailblazer sign is usually the same as the TOD sign. It may include an arrow and sometimes a distance in the legend. The number and location of all signs should be shown on a plan sheet with lateral offsets and longitudinal locations specified. These sign placement locations should be in compliance with the MUTCD. The applicant is usually required to show that TOD trailblazers on local roads are not in conflict with local laws and ordinances.

The design policy should describe the sign assembly and the sign panel dimensions. Most states designate specific colors for the TODS, with a blue background and white lettering being the most frequently used. The number of signs allowed on an assembly at a given location is usually limited to three. Each sign panel must not exceed maximum dimensions for height and width. The panels are usually 60 in. (1.52 m) long and 16 in. (0.31 m) high. The lettering height is a minimum of 4 in. (0.10 m). The signs are fabricated in accordance with current standard specifications as used by the state for its highway and bridge system.

Normally 0.080-in.-thick aluminum paneling is the standard material.

The agency must define the responsibilities for erecting and maintaining the signs, especially if there is joint responsibility, as in the case of trailblazers on roads off of the state highway system. After approval of the request, copies of the standards and specifications for TOD signing should be furnished to the applicant before fabrication is started.

The sign is usually supplied to the state for erection by state forces, thereby eliminating liability concerns with private parties working on rights-of-way. The state erects the TOD sign on state rights-of-way as a part of the fee. Most states require the applicant to supply sign panels and vandal-proof fasteners for erection by state forces. Arrangements for trailblazers or other signs that must be erected on roads not a part of the state highway system must be made by the user. Approvals should require a field inspection.

## DOCUMENTATION

All of the information outlined in this chapter is normally compiled in a single document describing a state's TOD policy. A typical TOD policy is included in Appendix E. Appendix F, Table of References, contains a list of contacts that can provide additional detailed information about the subject of this synthesis.

## CHAPTER FOUR

**CONCLUSIONS AND RECOMMENDATIONS**

Motorists need signing that will help them reach their destinations safely and efficiently. Signs should also provide information that will let the motorists take advantage of certain services along the way. Many of the current programs for meeting these signing needs comply with practices currently authorized through the MUTCD. Fundamental factors in the implementation and maintenance of such programs include the determination of policies, administrative procedures, eligibility requirements, fees, waivers, and design standards. Each state electing to use logo signs advising of specific service information or tourist-oriented directional signs should adopt policies and procedures that comply with the provisions of the MUTCD (see Part 2G on logos and Part 2I on TODS included in Appendix A). At a minimum the state should:

- Establish an administrative procedure.
- Establish criteria for program eligibility.
- Within the criteria, establish a maximum distance for program eligibility.

- Identify a method for limiting signs when applications exceed available space.
- Set fee schedules.
- Address ramp and trailblazing conditions.
- Make provision to cover signs in the off-season.
- Coordinate appropriate state laws regarding illegal signs under the Highway Beautification Act of 1965.

Appendixes D and E contain additional information on the policy and procedures to be followed for both logo signs (Appendix D) and tourist-oriented directional signs (Appendix E). The principal conclusions are formulated as three recommendations for implementation of successful TODS and logo programs. These are:

- Proper authorization should be established, with laws or ordinances that address the programs.
- A policy should be adopted that encompasses all of the programs' fundamental factors.
- A procedure should be established to provide rules and regulations covering the elements of the programs.

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## 2G-5 SPECIFIC SERVICE SIGNING

II-1 (c)  
Rev. 4

### 2G-5.1 Application of Specific Service Signs

Specific service signs provide travelers with business identification and directional information for essential motorist services. The signs may be used on any class of highway and are intended for use primarily on areas rural in character. The use of specific service signs should be based on a determination of motorist need for this type of signing.

Specific service signs, if used, shall carry word legends for one (or two in remote rural areas, see Section 2G-5.5) of the following services, GAS, FOOD, LODGING, OR CAMPING, along with an appropriate directional legend such as NEXT RIGHT, SECOND RIGHT or directional arrows, the exit number where applicable, and one or more separately attached business logos. The signs shall have white reflectorized uppercase letters, numbers, arrows, and borders on a blue background. The signs may be illuminated. Typical specific service signs are shown in Figure 2-47. The color and size of logos on a sign are specified in Sections 2G-5.2 and 2G-5.3.

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Rev. 5

The number of signs shall be limited to one for each type of service along an approach to an interchange or intersection. The number of logos permitted on a sign is specified in Sections 2G-5.5 and 2G-5.6.

In the direction of traffic, successive specific service signs shall be those of CAMPING, LODGING, FOOD, and GAS in that order. The signs should be located so as 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. Unprotected sign supports located within the clear zone shall be of a breakaway type of design. Typical sign locations are shown in Figure 2-48.

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### 2G-5.2 LOGOS

A business logo, which may consist of the business identification symbol, name, brand, trademark, or combination, shall be shown on a separate panel which is attached to the specific service sign. Logos should have a blue background with a white legend and border. The principle legend should be at least equal in height to the directional legend on the sign. Where business identification symbols or trademarks are used alone for a logo, the border may be omitted, the symbol or trademark shall be reproduced in the colors and general shape consistent with customary use, and any integral legend shall be in proportionate size.

Messages, symbols, and trademarks which resemble any official traffic control device shall not be used.

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### 2G-5.3 Size of Logos and Signs

Each logo, including its border, when attached to a specific service sign, shall be contained within a rectangular background area which shall not exceed the dimensions shown in Table II-4 for the applicable class of highway and location. Category 1 sizes are for use on expressways where access to crossroads is provided by at-grade intersections. Category 2 sizes are intended as alternates for signing at-grade intersections located between interchanges on expressways. Category 2 sizes shall be used only in conformance with the State signing policy specified in Section 2G-5.8.

Table II-4 Logo Sizes

Class of Highway	GAS		FOOD LODGING CAMPING	
	Width	Height	Width	Height
Freeway (Section 2F-1) . . . . .	48"	36"	60"	36"
Expressways (Section 2E-1)				
Interchanges . . . . .	48"	36"	60"	36"
Intersections—Category 1 . . .	36"	24"	36"	24"
Intersections—Category 2 . . .	48"	36"	60"	36"
Conventional Roads and Ramps . .	24"	18"	24"	18"

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Sign sizes must be fixed primarily in terms of the amount and height of legend and the number and size of logos attached to the sign. The vertical and horizontal spacing between logos shall not exceed 8 inches and 12 inches, respectively. Reference shall be made to Sections 2A-19, 2E-12, and 2F-12 for information on borders and on interline and edge spacing.

### 2G-5.4 Size of Lettering

All letters and numerals on specific service signs, other than on the logos, shall conform to the sizes specified in Table II-5. Letter sizes specified for Expressway Intersections, Category 2, shall be used only in

Table II-5—Letter and Numeral Sizes for Specific Service Signs

	Freeways	Expressways			Ramps and Conventional Highways
		Interchanges	Intersections		
			Category 1	Category 2	
Services .....	10"	10"	6"	10"	4"
Action Message .....	10"	10"	6"	10"	4"
Exit Legends					
Words .....	10"	10"			
Numeral .....	10"	10"			
Letter .....	10"	10"			

conjunction with Category 2 logo sizes given in Table II-4. Arrow details are provided in the publication "Standard Highway Signs." \*

#### 2G-5.5 Signing at Interchanges

When used on freeways or at interchanges on expressways, a separate specific service sign shall be used for each type of service for which logos are displayed. Exceptions may be made at remote rural intersections. The specific service signs shall be erected between the previous interchange and 800 feet in advance of the exit direction sign at the interchange from which the services are available. There should be at least 800 feet spacing between the signs. Excessive spacing is not desirable. Specific service signs should not be erected at an interchange where the motorist cannot conveniently reenter the freeway or expressway and continue in the same direction of travel.

At single-exit interchanges, the name of the type of service followed by the exit number shall be displayed on one line above the logos. At unnumbered interchanges, the directional legend NEXT RIGHT (LEFT) shall be substituted for the exit number. The GAS specific service signs should be limited to six logos and the FOOD, LODGING, and CAMPING specific service signs should be limited to four logos each.

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At double-exit interchanges, the specific service signs should consist of two sections, one for each exit. The top section shall display the logos for the first exit and the lower section shall display the logos for the second exit. The name of the type of service followed by the exit number shall be displayed in a line above the logos in each section. At unnumbered interchanges, the legends NEXT RIGHT (LEFT) and SECOND RIGHT (LEFT) shall be substituted for the exit numbers. Where a type of motorist service is to be signed for at only one exit, one section of the specific service sign may be omitted, or a single-exit interchange sign may be used. The number of logos on the sign (total of both sections) should be limited to six for GAS and four each for FOOD, LODGING, and CAMPING.

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In remote rural areas, where not more than two qualified facilities are available for each of two or more types of services, logos for two types of services may be displayed on the same sign. Not more than two logos for each type of service shall be displayed in combination on a sign. The name of each type of service shall be displayed above its respective logo(s), and the exit number shall be displayed above the names of the types of services. At unnumbered interchanges, the legend NEXT RIGHT (LEFT) shall be substituted for the exit number. Logos should not be combined on a sign when it is anticipated that additional service will become available in the near future. When it becomes necessary to display a third logo for a type of service displayed in combination, the logos involved shall then be displayed as required at single- or double-exit interchanges.

\* Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

At single-exit interchanges, exit ramp signs shall be installed along the ramp or at the ramp terminal for service facilities which have business logos displayed along the main roadway except that logos for facilities visible from the ramp terminal may be omitted. Logos on ramp signs shall be duplicates of the corresponding logos installed along the main roadway, but reduced in size. The reduced size logos may also be installed along the crossroad. Ramp signs should include distances to the service facilities. Directions shall be indicated by arrows. The minimum letter height should conform to Table II-5, except that any legend on a symbol shall be proportional to the size of the symbol. Ramp signing may be used on ramps and crossroads at double-exit interchanges.

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#### 2G-5.6 Signing at Intersections

When specific service signs are used on conventional roads and at intersections on expressways, they should be erected between the previous interchange or intersection and 300 feet in advance of the intersection from which the services are available. The spacing between signs should be determined on the basis of an engineering study. Signs similar to exit ramp signs may be provided on the crossroad. Logos should not be displayed for a type of service for which a qualified facility is visible from a point on the traveled way 300 feet from the intersection.

Each specific service sign should be limited to four logos. Not more than four logos for each type of service should be displayed along each approach to the intersection. A maximum of two logos for each of two different types of services may be combined on the same sign. The name of each type of service shall be displayed above its logo(s), together with an appropriate legend such as NEXT RIGHT (LEFT) or a directional arrow.

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#### 2G-5.7 Guidelines for Specific Service Signing

Use of specific service signing should conform to the following guidelines:

1. 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.

2. Distances to eligible services should not exceed 3 miles in either direction, except that, if within the 3 miles limit, services of the type being considered are not available, the limit of eligibility may be extended in 3 mile increments until one or more services of the type being considered, or 15 miles, whichever comes first, are reached.

3. The use of GAS signs including:

- (1) vehicle services including fuel, oil, tire repair, and water;
- (2) restroom facilities and drinking water;

(3) 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

(4) telephone.

4. The use of FOOD signs including continuous operations to serve three meals a day, 7 days a week and a telephone.

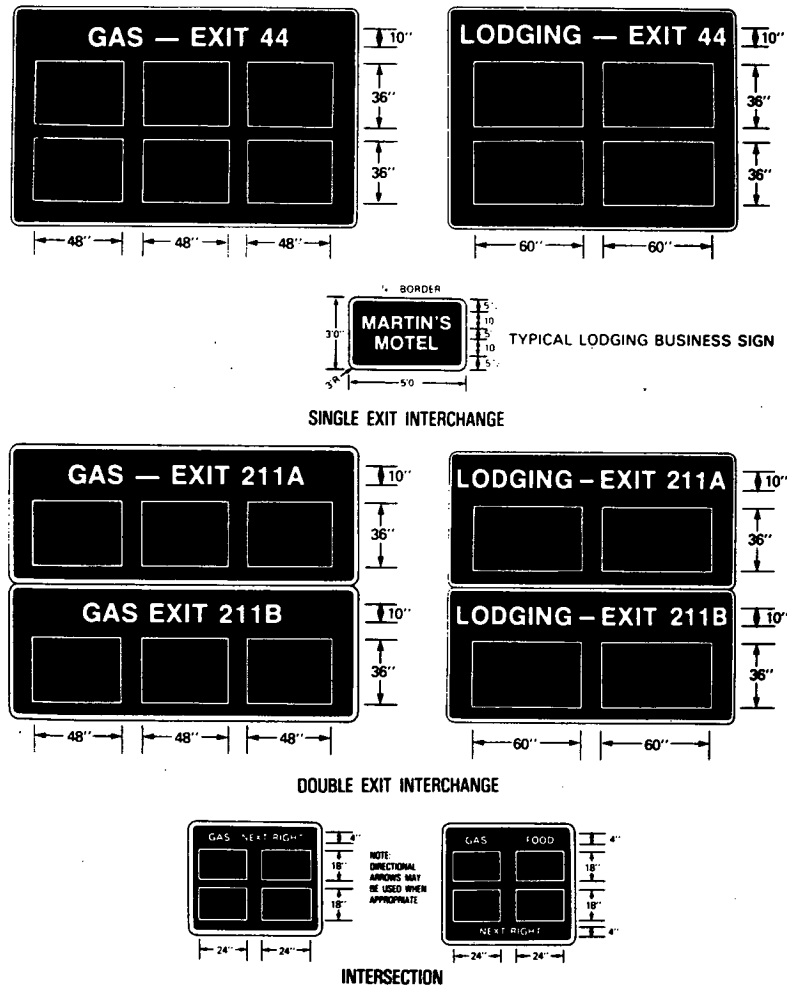


Figure 2-47. Typical Specific Service Signs

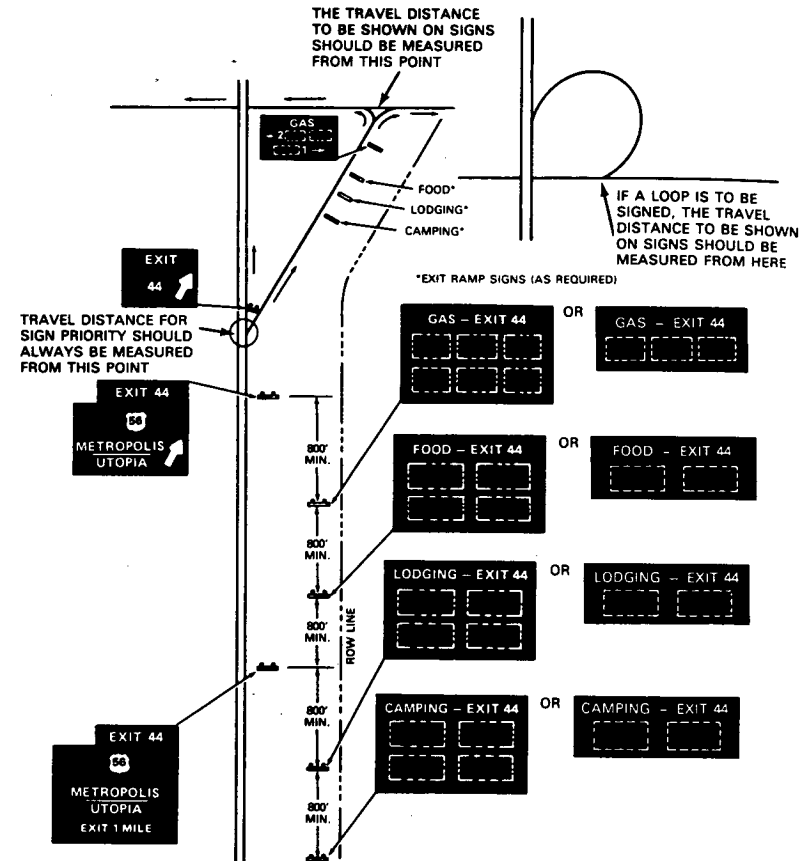


Figure 2-48. Typical Signing for Interchanges

5. The use of LODGING signs including adequate sleeping accommodations, and a telephone.

6. The use of CAMPING signs including adequate parking accommodations, modern sanitary facilities, and drinking water.

## 2G-5.8 Signing Policy

Each agency with highway jurisdiction that elects to use specific service signs should establish a signing policy which includes, as a minimum, the Provisions of Section 2G-5.7 and the following criteria:

1. Selection of eligible businesses.
2. Distances to eligible services.



3. The use of logos and legends conforming to the requirements of Tables II-4 and II-5.

4. Removal or covering of logos during off seasons for business operating on a seasonal basis.

5. The circumstances, if any, in which specific service signs may be used outside rural areas.

6. Determination of the costs to businesses for initial permits, installations, annual maintenance, removal, etc., of logos.

## **I. Tourist Oriented Directional Signs (TODS)**

II-110 (c)  
Rev. 5

### **2I-1 Purpose and Application**

Tourist oriented directional signs provide the business identification and directional information for businesses (including seasonal agricultural products), services, and activities the major portion of whose income or visitors are derived during the normal business season from motorists not residing in the immediate area of the business or activity. They are intended for use only on rural conventional roads and shall not be used at interchanges on expressways or freeways. They may be used in conjunction with motorist service signs. If tourist oriented directional signs (TODS) and specific service (LOGO) signs (Section 2G-5) are installed at the same intersection, the LOGO signs shall be incorporated into the TODS signing scheme. Each State that elects to use tourist oriented directional signs should have a State policy for use as indicated in Section 2I-7, State Policy.

### **2I-2 Design**

Tourist oriented directional signs shall be rectangular in shape and shall have a white legend and border on a blue background. Standard General Service symbols of Section 2G-6 of the MUTCD and white Recreational and Cultural Interest Area symbols of Section 2H of the MUTCD on a blue background may be used to indicate a general class of business, service, or activity. Logos for specific businesses, services, and activities may also be used. When used, symbols and logos shall be reduced to an appropriate size. Logos resembling official traffic control devices shall not be permitted.

Each sign should have not more than two lines of legend including not more than one symbol, a separate directional arrow, and the distance to the facility shown beneath the arrow. The content of the legend shall be limited to the identification of the business, service, or activity, and the directional information. Under special conditions, the hours of operation may be added. Legends shall not include promotional advertising.

Legends, arrows, borders, symbols, and logos shall be retroreflective. Arrows should be as provided in Section 2D-8 of the MUTCD and as provided in the detailed drawings in the "Standard Highway Signs" book.\* Arrows pointing to the right should be at the extreme right of the sign and arrows pointing to the left or up should be at the extreme left of the sign. Symbols, when used, should be to the left of the word legend or logo. The panel on which these signs are mounted may have the legend TOURIST ACTIVITIES.

\* Available from GPO

### 2I-3 Style and Size of Lettering

The standard lettering for tourist oriented directional signs should be upper case letters of the type provided in the "Standard Alphabets for Highway Signs and Pavement Markings" book.\* The legend on signs used on major routes in rural districts should be in letters and numerals at least 6 inches in height. On less important rural roads, the legend should be in letters and numerals at least 4 inches high.

### 2I-4 Arrangement and Size of Signs

Signs for right turns and left turns should be arranged vertically on separate sign panels located so that the right turn signs are closer to the intersection. When not more than four signs are to be installed on an approach to an intersection, the signs may be combined on the same panel with the left turn signs above the right turn signs. Not more than four signs should be installed on any sign panel and not more than three sign panels (one for left, one for right, and one for ahead) should be installed on an approach to an intersection.

The signs should not exceed the size necessary to accommodate two lines of legend without crowding. Symbols and logos should not exceed the height of two lines of word legends. All signs on the same sign panels should be the same width which should not exceed 6 feet.

If permitted by State policy, signs may be erected for facilities in the ahead direction. A maximum of four may be installed on a sign panel. Signing for businesses, services, or activities in the ahead direction should be considered only when there is signing for a similar facility in either the right or left direction. The legend AHEAD in appropriate letter size may be used in lieu of directional arrows.

### 2I-5 Advance Signing

Advance signing may be installed in special circumstances if permitted by State policy. However, it should be limited to those situations where sight distance, intersection vehicle maneuvers or other vehicle operating characteristics require advance notification of the service to reduce vehicle conflicts and improve highway safety.

The arrangement of the tourist oriented directional signs on the advance sign panel should be identical to the arrangement on the intersection sign panel; however, the directional arrows and distances should be omitted. The appropriate legend NEXT RIGHT, NEXT LEFT, or AHEAD in letters of the same height as the sign legends, should be placed on the panels above the signs. The legend RIGHT ½ MILE or LEFT ½ MILE may be used when there are intervening minor roads.

### 2I-6 Sign Locations

The intersection approach sign panels should be located at least 200 feet from the intersection except that the ahead sign, if used should be located

to the far right corner of the intersection and shall not obstruct the driver's critical viewing of other traffic control devices. The sign panels may be located laterally outside the normal longitudinal alignment of other traffic control signs, but within the right-of-way. The location of other traffic control devices shall at all times take precedence over the location of tourist oriented directional signs. Sign panels should be spaced at least 200 feet apart and at least 200 feet from other traffic control devices.

When used, Advance Sign panels should be located approximately ½ mile from the intersection with 800 feet between the panels. In the direction of traffic, the order of advance signing should be for facilities to the left, the right, and ahead.

Position, height, and lateral clearance of panels should be governed by Sections 2A and 2D of the MUTCD except as permitted above.

### 2I-7 State Policy

Each State that elects to use tourist-oriented directional signs should adopt a policy that complies with the above provisions. The policy should include:

1. A definition of tourist oriented businesses, services, and activities. (The inclusion of the wording, "the major portion of whose income or visitors are derived during the normal business season from motorists not residing in the immediate area of the activity," is recommended.)
2. Criteria for eligibility for signing.
3. Provision for incorporating Specific Service (LOGO) Signing into the TODS program.
4. Provision for covering signs during off-seasons for businesses, services, and activities operated on a seasonal basis.
5. Provisions for trailblazing to facilities that are not on the crossroad if the State elects to sign for such facilities.
6. Maximum distances to eligible facilities (A maximum distance of five miles is recommended).
7. Provision for information centers (plazas) when the number of eligible sign applicants exceeds the maximum permissible number of sign panel installations.
8. Provision for limiting the number of signs when there are more applicants than the maximum number of signs permitted.
9. Criteria for use at at-grade intersections on expressways.
10. Provision for controlling or excluding those businesses which have illegal signs as defined by the Highway Beautification Act of 1965 (23 U.S.C. 131).
11. Provision for States to charge fees to cover the cost of signing through a permit system.
12. A definition of the conditions under which the time of operation is shown.
13. Provisions for determining if advance signing will be permitted.

\* Available from the Federal Highway Administration, (HTO-20), Washington, D.C. 20590

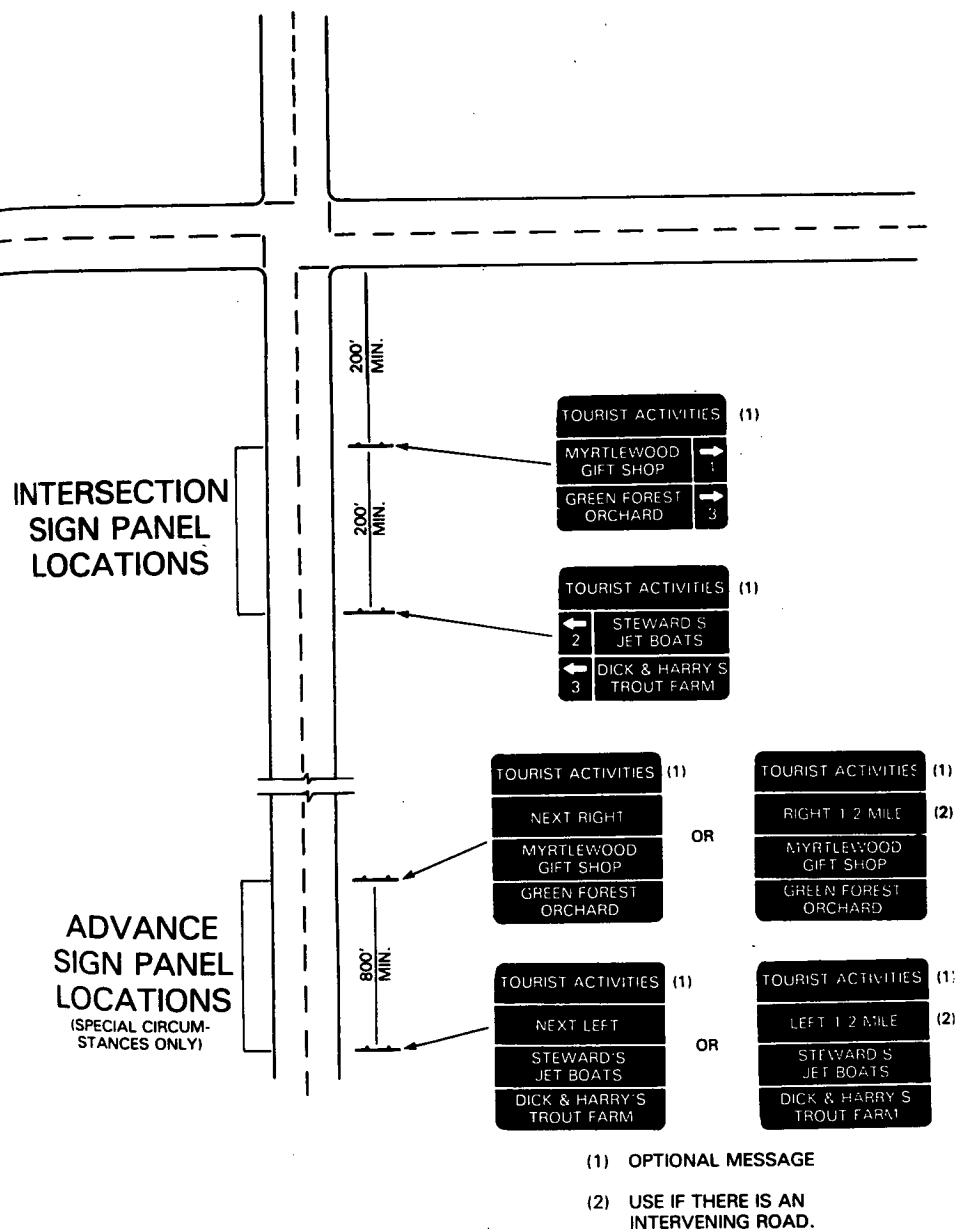
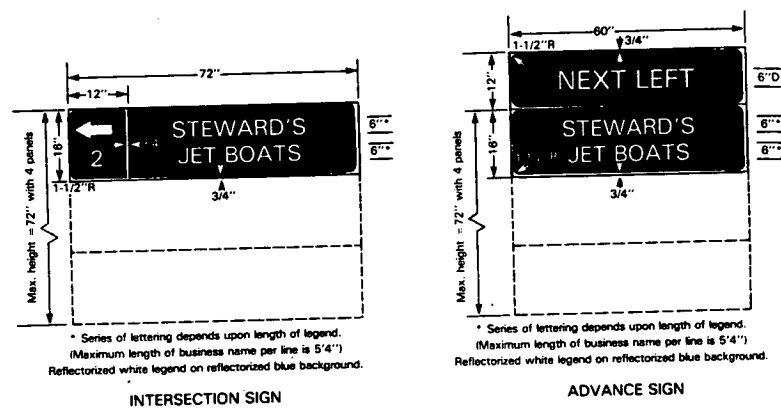


Figure 2-53. Typical tourist oriented directional signs.

Figure 2-54. Typical signing for tourist oriented services.

## **APPENDIX B**

### **REPRESENTATIVE FORMS USED IN LOGO AND TOD**

Logo Application Used by Oregon

Logo Travel Service Criteria Used by Virginia

Logo Application Used by Kansas

Directional Sign TOD Application Used by Idaho

Historical, Cultural, Recreational TOD Application Used by  
Massachusetts



**CRITERIA REPORT:** Please fill out top section, plus specific data relative to your application category and return with: (1) Map sketch; (2) Copy of applicable licensing documents; and (3) Copy of registered business name.

## Travel Information Council

229 MADRONA SE, SALEM, OREGON 97302

PHONE (503) 378-4508

Registered Business Name: \_\_\_\_\_ Facility Name: \_\_\_\_\_

Facility Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Interstate, Interchange number & location OR Off-Interstate highway number & milepost: \_\_\_\_\_

Logo signing request: NORTH SOUTH EAST WEST.  
Your facility is what direction from the highway on which your sign will be placed? \_\_\_\_\_

Hours of operation: \_\_\_\_\_ to \_\_\_\_\_ days of operation: \_\_\_\_\_  
Seasonal: yes no. If yes, opening/closing dates: \_\_\_\_\_  
**PLEASE CHECK AVAILABLE SERVICES:**

<u>GAS</u>	<u>FOOD</u>	<u>LODGING</u>	<u>CAMPING</u>
<input type="checkbox"/> Fuel	<input type="checkbox"/> Three meals daily	<input type="checkbox"/> Sleeping	<input type="checkbox"/> Adequate parking
<input type="checkbox"/> Tire repair	<input type="checkbox"/> Health permit	<input type="checkbox"/> accommodations	<input type="checkbox"/> Modern sanitary facilities
<input type="checkbox"/> Lubrication	<input type="checkbox"/> Telephone	<input type="checkbox"/> 24-hour operations	<input type="checkbox"/> Drinking water
<input type="checkbox"/> Drinking water	<input type="checkbox"/> 7 days weekly	<input type="checkbox"/> 7 days weekly	<input type="checkbox"/> 24-hour operation
<input type="checkbox"/> 7 days weekly	<input type="checkbox"/> Seating available	<input type="checkbox"/> Public telephone	<input type="checkbox"/> 7 days weekly
<input type="checkbox"/> Oil	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Seasonal
<input type="checkbox"/> Water			<input type="checkbox"/> Other
<input type="checkbox"/> Restrooms			
<input type="checkbox"/> Telephone			
<input type="checkbox"/> Diesel			

Please attach a copy of current license form issued by the approved licensing authorities, (i.e., Health inspection, Sanitary, etc.). Per 1983 Oregon laws, chapter 523, the Highway Div. must: "Notify any city in which a sign is proposed to be located of the proposed location and composition of the sign and seek comments from the city."

Facility is located within \_\_\_\_\_ city limits. If not within city limits, facility is located nearest to \_\_\_\_\_ city limits. (Specify name of city)

Signed: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

### RECOMMENDATION:

Approved: \_\_\_\_\_ Date: \_\_\_\_\_  
(Director, Travel Information Council)

Approved: \_\_\_\_\_ Date: \_\_\_\_\_  
(Traffic Engineer, Highway Division)

Denied: \_\_\_\_\_ Date: \_\_\_\_\_  
(Traffic Engineer, Highway Division)

Reason: \_\_\_\_\_

COMMONWEALTH OF VIRGINIA  
DEPARTMENT OF TRANSPORTATION

**TRAVEL SERVICES SIGNING  
MINIMUM STATE CRITERIA**

The minimum State criteria by which gas, food, and lodging establishments may qualify for participation in specific information signing for travel services within Interstate rights-of-way are as follows:

SERVICE	MINIMUM STATE CRITERIA
ALL	Shall give written assurance of conformity with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, or national origin and shall not be in continuing breach of that assurance. All services required by these minimum State criteria shall be performed in their entirety on the premises of the business establishment and all facilities required by these minimum State criteria shall be located in their entirety on the premises of the business establishment.
GAS	<ol style="list-style-type: none"> <li>1. Shall be located not more than 1 mile from the gore of the first exit ramp in the direction of travel on the Interstate route at the interchange.</li> <li>2. Shall provide full service vehicle services including fuel, oil, tire repair, free compressed air for tire inflation and water for battery and radiator. Availability of full service vehicle services shall be made clearly evident to motorists by the posting of conspicuous signs on the premises of the business establishment.</li> <li>3. Shall provide separate public rest rooms for male and female persons, and each such rest room shall contain sink with running water for hand washing and flush toilet.</li> <li>4. Shall provide drinking water fountain for public use.</li> <li>5. Shall be in continuous operation at least 16 consecutive hours daily, 7 days a week.</li> <li>6. Shall provide public telephone.</li> </ol>
FOOD	<ol style="list-style-type: none"> <li>1. Shall be located not more than 3 miles from the gore of the first exit ramp in the direction of travel on the Interstate route at the interchange, or not more than 6 miles if there is no food establishment within 3 miles.</li> <li>2. Shall display a valid permit from the State Health Commissioner in accordance with Section 35.1-21 of the Code of Virginia.</li> <li>3. Shall have indoor seating capacity for at least 20 persons.</li> <li>4. Shall be in continuous operation for at least 12 consecutive hours daily, beginning not later than 7:00 AM, to serve breakfast, lunch, and supper, 7 days a week.</li> <li>5. Shall provide public telephone.</li> </ol>
LODGING	<ol style="list-style-type: none"> <li>1. Shall be located not more than 3 miles from the gore of the first exit ramp in the direction of travel on the Interstate route at the interchange, or not more than 6 miles if there is no lodging establishment within 3 miles, except that overnight camping facilities shall be located not more than 10 miles from the gore of the first exit ramp in the direction of travel on the Interstate route at the interchange.</li> <li>2. Shall possess a valid permit from the State Board of Health in accordance with Section 35.1-18 of the Code of Virginia.</li> <li>3. Shall have not less than 10 lodging rooms or space for not less than 10 vehicular overnight camping units for rent or hire.</li> <li>4. Shall provide off-street passenger vehicle parking space for each lodging room or vehicular overnight camping unit space for rent or hire.</li> <li>5. Shall be in continuous 24-hour operation, 7 days a week, except that overnight camping facilities may be closed to the public for not more than 120 consecutive days between November 1 and the following April 1, during which time all business panels associated therewith shall be covered or removed.</li> <li>6. Shall provide public telephone.</li> </ol>

Exceptions to the use of specific information signing for travel services within Interstate rights-of-way may be made in urbanized areas, as determined by the Commonwealth Transportation Commissioner.

Food and lodging establishments located outside Virginia but served by an interchange on the Interstate System of Virginia which possess all necessary approved and valid health permits issued by an appropriate governing authority and which meet all other criteria required by Virginia may be exempted from the Virginia health permit requirements for participation in the Motorist Services Signing program.

APPROVED BY COMMONWEALTH TRANSPORTATION BOARD ON SEPTEMBER 21, 1972  
REVISED MARCH 21, 1985

## LOGO SIGNING APPLICATION

Bureau of Traffic Engineering  
 Kansas Department of Transportation  
 Docking State Office Building, 801N  
 Topeka, Kansas 66612-1568  
 913-296-3618

Name of Business \_\_\_\_\_ Business Phone \_\_\_\_\_

Name of Applicant \_\_\_\_\_ Title \_\_\_\_\_

Business Address \_\_\_\_\_ Zip Code \_\_\_\_\_

## BUSINESS LOCATION DATA:

1. Travel distance from nearest exit ramp terminal: \_\_\_\_\_ miles. Direction: N S E W  
 (To nearest tenth mile) (circle one)
2. Is the advertised activity or the on premise signing visible from the main travel way,  
 the interchange exit ramp, or either ramp terminal? Yes \_\_\_\_\_ No \_\_\_\_\_
3. Clearly identify interchange (i.e. route and exit number): \_\_\_\_\_

## MINIMUM REQUIRED SERVICES:(Check Primary Service Only)

- | 4. GAS                     | 5. FOOD                      | 6. LODGING                     | 7. CAMPING                     |
|----------------------------|------------------------------|--------------------------------|--------------------------------|
| _____ Fuel                 | _____ Approved State License | _____ Approved State License   | _____ Approved State License   |
| _____ Oil                  | _____ Breakfast Daily        | _____ Ten Units or More, Each  | _____ Minimum of 20 Spaces     |
| _____ Free Air & Water     | _____ Lunch Daily            | _____ Including a Bathroom &   | _____ Drinking Water           |
| _____ Public Restrooms     | _____ Dinner Daily           | _____ a Sleeping Room          | _____ Flush Toilets            |
| _____ Drinking Water       | _____ Continuous Operation   | _____ Adequate Vehicle Parking | _____ Sanitary Disposal System |
| _____ Continuous Operation | 7 Days a Week                | _____ Public Telephone         | _____ Seasonal Operation       |
| 16 Hours/Day,              | _____ Public Telephone       |                                | _____ Public Telephone         |
| 7 Days a Week              |                              |                                |                                |
| _____ Public Telephone     |                              |                                |                                |

8. List Appropriate State License Number: \_\_\_\_\_ Issuance Date: \_\_\_\_\_

## OPERATION DETAILS:

9. Business Hours: Spring \_\_\_\_\_ Fall \_\_\_\_\_  
 Summer \_\_\_\_\_ Winter \_\_\_\_\_
10. Days of Operation: \_\_\_\_\_ Sunday \_\_\_\_\_ Monday \_\_\_\_\_ Tuesday \_\_\_\_\_ Wednesday \_\_\_\_\_ Thursday \_\_\_\_\_ Friday \_\_\_\_\_ Saturday
11. Months of Operation: All \_\_\_\_\_ Seasonal \_\_\_\_\_
12. Camping Only: If operated on a seasonal basis; closed for off-season from \_\_\_\_\_ to \_\_\_\_\_  
 (KDOT shall remove or mask Business Sign during off-season.)

# **APPLICANT'S CERTIFICATION**

I certify that the above and foregoing statements are true and correct and that I will inform the Kansas Department of Transportation of any changes to the above indicated information that may affect the availability of the service provided. I further certify that I will not discriminate or deny such services of public accommodations based upon race, religion, color or national origin which is prohibited by law and that I have read and understood the documents titled "BUSINESS SIGN INFORMATION AND APPLICATION INSTRUCTIONS" and "GUIDELINES FOR BUSINESS SIGNS ON SPECIFIC INFORMATION PANELS".

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

**NOTICE:** Falsification of the foregoing statements will result in the denial or revocation of this application and the removal of any Business Sign in addition to any other penalty provide by law. The Kansas Department of Transportation will not be responsible for damage to Business Signs caused by vandalism or natural forces.

## **BUREAU OF TRAFFIC ENGINEERING USE ONLY**

Application No. \_\_\_\_\_ Date Received \_\_\_\_\_ Route No. \_\_\_\_\_ County No. \_\_\_\_\_ Plan No. \_\_\_\_\_

GAS \_\_\_\_\_ FOOD \_\_\_\_\_ LODGING \_\_\_\_\_ CAMPING \_\_\_\_\_

Approved \_\_\_\_\_ Denied \_\_\_\_\_

**SIGN STATIONING**  
Mainline Ramp

Comments: \_\_\_\_\_

N. B. \_\_\_\_\_

S. B. \_\_\_\_\_

E. B. \_\_\_\_\_

W. B. \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



IDAPA 39.02.03.04

APPLICATION FOR  
HIGHWAY DIRECTIONAL SIGNING  
Transportation Department Review

(Attachment No. 2)  
Permit No. \_\_\_\_\_  
Route No. \_\_\_\_\_  
Milepost \_\_\_\_\_

1. Does other signing exist for the facility? (a) Advertising Signs, No \_\_, Yes \_\_; Sign Ident. No. \_\_\_\_\_. Describe location and type on a separate sheet or enclose pictures. (b) Off-R/W Directional, No \_\_, Yes \_\_; Sign Ident. No. \_\_\_\_\_.
2. Is the facility or on-premise signing visible from the highway? No \_\_, Yes \_\_; both directions? No \_\_ Yes \_\_
3. Highway \_\_\_\_\_ R/W \_\_\_\_\_ Pavement \_\_\_\_\_ Lateral Placement \_\_\_\_\_  
Dimensions \_\_\_\_\_ Widths \_\_\_\_\_ Width \_\_\_\_\_ of Highway Signs \_\_\_\_\_
4. Highway signing presently exists within 1,500 feet each direction. No \_\_, Yes \_\_. (Illustration or description of highway signing on a separate sheet.)
5. Facility conforms to Policy as follows:  
Policy Provisions
  - a. Nearest community \_\_\_\_\_ miles
  - b. Air miles - highway to facility \_\_\_\_\_ miles
  - c. Hours and days of operation \_\_\_\_\_ hrs. \_\_\_\_\_ days
  - d. Seasonal operation - indicate months \_\_\_\_\_
  - e. Number of units or spaces \_\_\_\_\_
  - f. Telephone \_\_\_\_\_
  - g. Restrooms \_\_\_\_\_
  - h. Drinking water \_\_\_\_\_
  - i. Full-time attendant \_\_\_\_\_
  - j. Vehicles services \_\_\_\_\_
6. Facility has Department of Health and Welfare approval of facilities.  
Date of last inspection \_\_\_\_\_.
7. Data enclosed: Map or sketch  
Local Jurisdiction Statement on Trailblazer signs \_\_\_\_\_
8. On-site signing is satisfactory. Yes \_\_, No, \_\_  
(Explain in detail.)
9. Other Directional signs approved at this location. Permit Numbers \_\_\_\_\_.
10. Additional comments or explanation: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approved \_\_\_\_\_

Dist. Traf. Engr. \_\_\_\_\_

Date \_\_\_\_\_

R/W Supervisor \_\_\_\_\_

Date \_\_\_\_\_

Approved \_\_\_\_\_

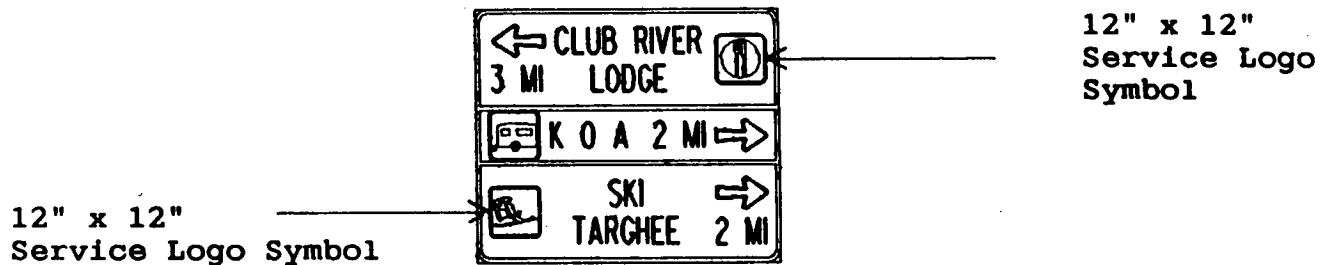
District Engineer \_\_\_\_\_

Date \_\_\_\_\_

Traffic Supvr. \_\_\_\_\_

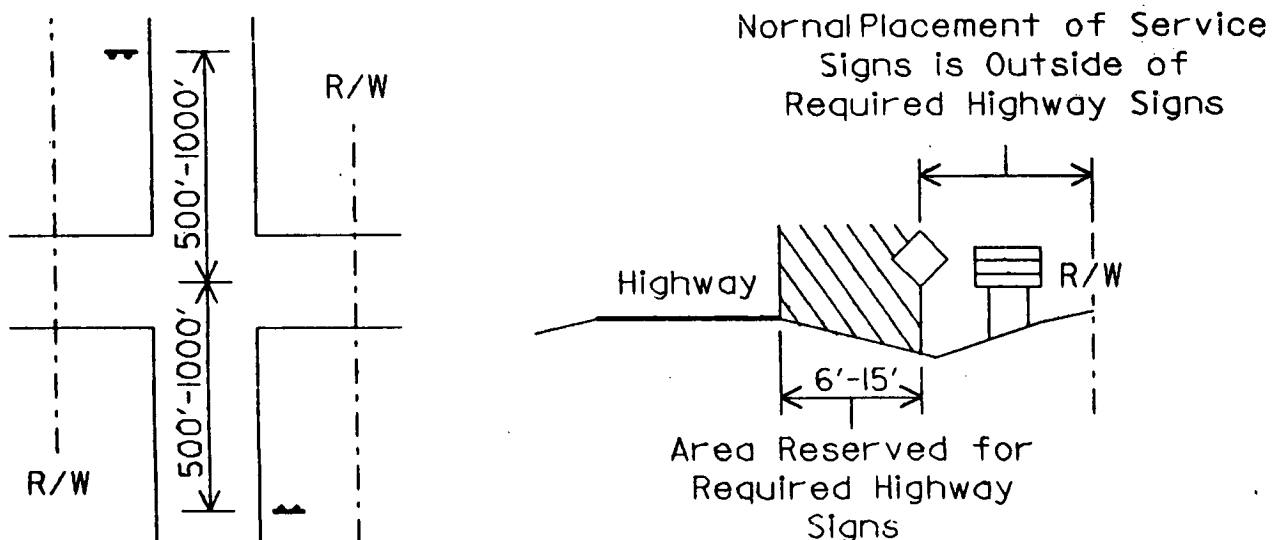
Date \_\_\_\_\_

(Attachment No. 3)

TYPICAL SIGN ASSEMBLY

## Notes:

1. The signs shall consist of a white reflectorized legend and border on a brown or blue reflectorized background.
2. Arrows pointing to the left will precede the attraction name and arrows pointing to the right or straight ahead will follow the attraction name. Panels with left arrows will be installed above those with arrows to the right.
3. The maximum number of sign panels shall be three with a maximum of two lines of copy per panel.
4. Legend shall not be more than six inches high in either Series B, C, or D. Symbols and arrows shall be the appropriate size to match the sign legend. The minimum legend size shall be four inch capital letters.
5. Service logo symbols shall be 12" x 12" maximum.

TYPICAL SIGN INSTALLATION

## 6.3 APPLICATION FOR HISTORICAL, CULTURAL, RECREATIONAL FACILITY

MASSACHUSETTS DEPARTMENT OF PUBLIC WORKS  
HISTORICAL, CULTURAL, RECREATIONAL FACILITY OR REGION SIGN APPLICATION

District \_\_\_\_\_ City/Town \_\_\_\_\_  
 Application is hereby made for limited access State Highway, Historical, Cultural, Recreational Facility or Region Directional Sign(s). Authorized by Chapter 85, Section 2D of the General Laws or as may be further amended (Ter.ed.).

## A. INFORMATION

Applicant must answer every question in ink. Use blank spaces or additional sheets if you need more room to answer any questions. Write in "NO" or "NONE" where they apply. Please print. If the applicant represents a Historical, Cultural, Recreational Facility, answer all questions that apply to that facility. If the applicant represents a Historical, Cultural, Recreational Region, answer all questions as they apply to either the region or the group or agency representing the region in this application.

## 1. Check type of facility:

HISTORICAL \_\_\_\_\_ FACILITY \_\_\_\_\_  
 CULTURAL \_\_\_\_\_ REGION \_\_\_\_\_  
 RECREATIONAL \_\_\_\_\_

## 2. If REGION name of group or agency representing it in this application:

\_\_\_\_\_

## 3. Legal name of Facility/Region \_\_\_\_\_

## 4. Business Address \_\_\_\_\_

\_\_\_\_\_ Tel: \_\_\_\_\_

## 5. Mailing Address \_\_\_\_\_

\_\_\_\_\_ Tel: \_\_\_\_\_

## 6. Months- Days- Hours of Operation: \_\_\_\_\_

## 7. Number of years at present Business address \_\_\_\_\_

## 8. Do you operate under a License or Permit issued by City/Town \_\_\_\_\_

## 9. Provide City/Town name, License or Permit type and number \_\_\_\_\_

## 10. Route number of the Limited Access State Highway petitioning to have sign(s) located \_\_\_\_\_

## 11. Distance (MILES) from that highway to Facility/Region \_\_\_\_\_

## 12. Annual Attendance \_\_\_\_\_

## B. REQUIREMENTS

The requirements for a Historical, Cultural, Recreational Facility or Region sign are as follows:

1. Geographical Area - Requirements are based on what area the Facility/Region is located in.

Category A - Route 128 and within

Category B - Outside Route 128, and urbanized areas (as defined in U.S. Census 1980).

Category C - All other area, neither A nor B.

2. Annual Attendance

Category A - 500,000

Category B - 300,000

Category C - 200,000

3. Maximum Distance from Interchange

Category A - 3 miles

Category B - 8 miles

Category C - 10 miles

4. Operations - All facilities must be open 6 days per week. A minimum season of 4 months per year is allowed in the case of a seasonal Facility/Region.

5. Seating for Auditoriums - A minimum seating capacity of 4000.

6. Trailblazing - All necessary trailblazing signs shall be erected prior to signing on highway. Trailblazing signs must be maintained and kept in good repair by the applicant or the main sign shall be removed. A maximum of four turns allowed for trailblazing.

Upon submittal of this application, the applicant shall supply for Department review, copies of the following:

- A. Prior written approval, from each community which the affected route traverses, for trailblazing signs.
- B. Map(s) showing proposed trailblazing route with sign locations clearly marked.
- C. Detail of trailblazing sign(s) showing dimensions legend, color, material.

NOTE: If this application is disapproved for reasons limited to inadequate trailblazing, the District Highway Engineer shall return the application with his/her comments to the applicant(s), for corrections and resubmittal.

7. Certification - The facility shall be open to all persons regardless of race, color, religion, ancestry, national origin, sex, age, or handicap; be neat, clean, and pleasing in appearance, maintained in good repair; and comply with all Federal, State, and Local Regulations for Public accommodations concerning health, sanitation, and safety.

### C. DIVISION OF WORK

1. Applicant - Upon Submission of this application, the applicant agrees to be available for any consultation with the Department in regards to this sign application. The applicant is responsible for fabrication, erection and maintenance of all trailblazing signs. All trailblazing signs shall be installed prior to erection of the main signs. The applicant further agrees that he/she will maintain the requirements herein, stated for approval of the sign. In the event such requirements are not met for a period of more than thirty days after notification by the Department, the sign(s) will be removed.

2. Department - The Department is responsible for the fabrication and erection of the supplemental guide sign(s) along the limited access State Highways, and installation of one Directional Sign along or at the terminus of the interchange ramps, if necessary. The Department will maintain these signs. Any sign panel(s) destroyed by accident, vandalism, or wear shall be replaced at the expense of the Department. The Department reserves the right to: Relocated, add or remove panels on existing sign assemblies as may be applicable. NOTE - Sign erection is based on the availability of Department funds and resources. The possibility of limited funds and resources may preclude immediate installation of approval.

### D. DIVISION OF EXPENSES

1. Applicant - The applicant is responsible for the entire cost of the fabrication, erection, and maintenance of all trailblazing sign(s).
2. Department - The Department is responsible for the entire cost of the fabrication, erection and maintenance of all main highway and ramp sign(s). If any relocation or removal is necessary, the Department shall bear the entire costs. NOTE - Sign erection is based on the availability of Department funds and Resources.

### E. AGREEMENT

The applicant hereby certifies that he/she has read and agrees with the requirements stated herein. The applicant hereby certifies, UNDER PENALTIES OF PERJURY, that all above information, included annual attendance figures, are correct. The Department reserves the right to examine all documents containing the attendance figures. The Department also reserves the right to revoke this application and remove sign(s) at any time.

SUBSCRIBED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 19\_\_\_\_, UNDER  
PENALTIES OF PERJURY.

SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

FOR FACILITY/REGION NAME \_\_\_\_\_

This page for Office use only

FROM District Highway Engineer \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

TO Director of Bureau of Transportation Planning and Development \_\_\_\_\_

SUBJECT Historical - Cultural - Recreational Facility or Region Sign(s)

I hereby approve \_\_\_\_\_ disapprove \_\_\_\_\_ the enclosed application for Historical, Cultural, Recreational Facility or Region sign(s).

I recommend the following legend \_\_\_\_\_

The recommended location(s) is (are) \_\_\_\_\_

COMMENTS \_\_\_\_\_

\_\_\_\_\_  
DISTRICT HIGHWAY ENGINEER

FROM Director of Bureau of Transportation Planning and Development  
Date \_\_\_\_\_

TO Chief Engineer \_\_\_\_\_

I hereby approve \_\_\_\_\_ disapprove \_\_\_\_\_ the enclosed application.

\_\_\_\_\_  
DIRECTOR  
BUREAU OF TRANSPORTATION PLANNING & DEVELOPMENT

FROM Chief Engineer \_\_\_\_\_ Date \_\_\_\_\_

TO Traffic Maintenance Engineer \_\_\_\_\_

I hereby approve \_\_\_\_\_ disapprove \_\_\_\_\_ the enclosed application.  
Please expedite the installation of said sign(s), and forward a copy of the necessary documents to the DIRECTOR, BTP&D.

\_\_\_\_\_  
CHIEF ENGINEER

## APPENDIX C

### TRAVEL SERVICES SIGNING PROGRAMS (11/1/88)

State	Initial Cost	Annual Cost per Business	Other Fees
Alabama	90% federal, 10% state	\$200 mainline per direction; \$100 ramp per direction; \$50 per crossroad	\$50 replacement fee per sign
Arkansas	90% federal, 10% state	\$150 maintenance per direction	Application fee \$50
Arizona	100% by business through a private contractor	\$1,200 sign/year	None
California	90% federal, 10% state State provides additional background signs	\$300 per direction; \$125 per crossroad	Seasonal - \$25 per business for removal or reinstallation
Colorado	Self-supporting program. Businesses share cost of background panel	\$145 maintenance/year	Application fee \$125
Connecticut	First business pays total cost of background panels.	Business buys logo and has contractor install. Subsequent businesses reimburse a proportionate share.	Application fee \$200 per business
Florida	Some are 90% - 10%; some are all state funds. State provides additional background signs	\$250/business/year	None
Georgia	90% federal, 10% state	\$100 per mainline sign. No ramp logos. State provides conventional ramp signs, if needed.	Application fee \$100 per business per mainline sign
Idaho	All state funds for background signs	\$250 per direction plus \$25 per direction if ramp sign needed	Application fee \$50 per mainline; \$25 per ramp
Illinois	90/10 for background panel	\$175 mainline per direction; \$125 per ramp; \$25 per trailblazer	Application fee \$100
Indiana	Program funded entirely by businesses	\$1,140 per direction/sign	None
Iowa	90% federal, 10% state Ramp sign allowed only if business not visible from ramp, no crossroad sign	\$145 per sign	\$25 replacement fee per sign
Kansas	90% federal, 10% state	\$250 mainline per direction; \$125 ramp	\$100 application
Kentucky	90% federal, 10% state	\$600 mainline per direction. State absorbs cost of ramps and/or crossroad if needed	\$100 replacement per direction
Louisiana	90% federal, 10% state	\$200 mainline per direction; \$100 ramp per direction; \$50 crossroad	\$50 replacement per sign
Maryland	Program funded entirely by businesses	\$520 for one direction (mainline, ramp & crossroad); \$960 for both directions (mainline, ramp & crossroad)	None
Massachusetts	100% by businesses on portions of I-95 and I-290. Businesses deal directly with contractor	100% by businesses. Maximum cost not available; program under study.	Installation fee \$50
Minnesota	Entire program controlled by private firm; business pays all cost	\$1,140 per direction	
Mississippi	No federal funds; state supported program	\$200 mainline per direction; \$100 ramp per direction; \$50 crossroad;	\$50 replacement per sign

State	Initial Cost	Annual Cost per Business	Other Fees
North Carolina	90% federal, 10% state. \$1000 if background space available, \$13,000 if no background	\$250/logo/year. Do not "bump" if remain in compliance	\$25 removal
Nebraska	Program will be by private contractor. Business pays all costs.	Just getting started. Estimate \$100/logo/month.	None
Nevada	State funded background panels	\$225 mainline per direction, \$75 ramp	Application fee \$25/logo. Installation fee \$25/sign.
New Mexico	90% federal, 10% state. State provides additional background signs	\$100 per direction	Application fee \$1500 per business
New York	90% federal, 10% state. Business pays all costs if new background sign required.	\$50 per direction per mainline or ramp sign (will soon be changed to \$200 - \$500 per interchange per year)	None
Ohio	40 mile test section (I-75)	Business pays all costs including background panels	Application fee \$400
Oregon	State funds and loans from oil company and Dept. of Commerce now repaid	\$195 per direction, \$75 for crossroad	\$35 installation fee for a DIESEL rider sign.
Pennsylvania	Travel Council administers entire program; \$9150 per business	\$350 annual: 2 main and 2 ramps	Agreement allows additional fees to be collected if necessary for updates
Rhode Island	90% federal, 10% state. No additional background signs have been installed	Businesses provide logos and pay a private contractor to install logos according to state's specification	None
South Carolina	90% federal, 10% state	\$200 mainline per direction \$100 ramp per direction	\$100 installation per sign or \$50 if in time for contractor to install.
South Dakota	90% federal, 10% state. Contract once each year with federal participation for background signs needed.	\$240 mainline per direction	Businesses provide logos and state absorbs all other costs. Application fee \$100
Tennessee	State maintenance fund	\$800 mainline	Application fee \$25; \$100 changeout fee
Virginia	90% federal, 10% state. Businesses pay all costs of additional background signs	\$200 mainline per direction (proposed 1989)	Businesses provide logos and pay the installation cost
Washington	90% federal, 10% state	\$910 initial	\$210 annual
West Virginia	90% federal, 10% state. If new background signs are needed, state absorbs costs.	\$150 per direction	Application fee \$75 per direction
Wisconsin	100% by business. Program handled by private contractor who pays state \$40 per logo sign per year for record keeping & spot inspections	Contractor charges each business \$1,080 per mainline and \$360 per ramp sign plus \$480 per crossroad sign if needed	None
Wyoming	100% by businesses	\$200/business	\$100 application, \$50 replacement, \$50 trailblazer



## APPENDIX D

### TYPICAL LOGO SIGNING POLICY

**1.1 INTRODUCTION.** This chapter pertains to official signs that are located within the right-of-way of interstate and freeway primary highways and that give specific information of interest to the traveling public. The department shall control the erection and maintenance of these signs in accord with this chapter and the "Manual on Uniform Traffic Control Devices for Streets and Highways," as adopted in rule \_\_\_\_\_.

#### **1.2 ERECTION AND LOCATION OF SPECIFIC SERVICE SIGNS**

##### **(1) GENERAL**

- a. The department shall erect specific service signs at rural interchanges if the requirements of this chapter are met. Specific service signs shall not be installed within suburban or urban areas, except where roadside development is rural in character.
- b. Specific service signs shall be erected at an interchange only when the motorist can conveniently reenter the interstate or freeway primary highway and continue in the same direction of travel.
- c. Specific service signs shall be located in a manner that takes advantage of the natural terrain and that has the least impact on the scenic environment.

##### **(2) MAINLINE SPECIFIC SERVICE SIGNS**

- a. One mainline specific service sign shall be provided on the interchange approach for each type of motorist service (gas, food, lodging, and camping) if qualified services are available and minimum spacing requirements can be met.
- b. Mainline specific service signs shall be erected between the previous interchange and 800 feet in advance of the exit direction sign for the interchange from which the services are available. There shall also be at least an 800-foot spacing between the signs. In the direction of traffic, the successive signs shall be those for "CAMPING," "LODGING," "FOOD," and "GAS," in that order. If the spacing limitations prohibit the erection of specific service signs for all four types of services, preference shall be given to available "GAS," "FOOD," "LODGING," or "CAMPING" services, in that order.

##### **(3) RAMP SPECIFIC SERVICE SIGNS**

- a. On a single-exit interchange where the advertised activities or the on-premise signing of individual business installations identified by business signs on the mainline specific service sign is not visible from the ramp terminal, a ramp specific service sign for the type of motorist service shall be erected. When the advertised activities or the on-premise signing is visible from the ramp terminal, a ramp specific service sign shall not be erected for that service.
- b. If conditions permit, the successive panels along the ramp in the direction of traffic shall be those for "CAMPING," "LODGING," "FOOD," and "GAS," in that order. If conditions require sign installation other than successive signs along the ramp, preference shall be given to "gas," "food," "lodging," OR "camping," in that order.
- c. Ramp specific service signs shall not be erected on double-exit interchanges.

#### **1.3 PLACEMENT OF BUSINESS SIGNS ON SPECIFIC SERVICE SIGNS.**

##### **(1) Mainline Specific Service Signs**

- a. "GAS" mainline specific service sign shall display a maximum of six individual business signs.

- b. "FOOD," "LODGING," or "CAMPING" mainline specific service sign shall display a maximum of four individual business signs.

(2) Ramp Specific Service Signs

- a. "GAS" ramp specific service sign shall display a maximum of six individual business signs.
- b. "FOOD," "LODGING," or "CAMPING" ramp specific service sign shall display a maximum of four individual business signs.

**1.4 ELIGIBILITY FOR PLACEMENT OF BUSINESS SIGNS ON MAINLINE SPECIFIC SERVICE SIGNS.** To qualify for placement of a business sign on a mainline specific service sign, the individual business installation must meet the following requirements:

- (1) Written Assurance. The individual business installation whose name, symbol, or trademark is to appear on a business sign shall give the department written assurance of its conformity with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, age, sex, or national origin, and shall not be in continuing breach of that assurance.
- (2) Maximum Distance. The maximum distance that the "GAS," "FOOD," "LODGING," or "CAMPING" services may be located from the main traveled way to qualify for a business sign shall not exceed (three miles) in either direction; however, if within the (three mile limit) services of the type being considered are not available, the limit of eligibility may be extended in three-mile increments until services of the type being considered, or 15 miles, is reached. The distance shall be measured from the beginning of the exit ramp.
- (3) Gas. To qualify for placement of a business sign on a "GAS" specific service sign, the individual business installation must:
  - a. Be appropriately licensed as required by law.
  - b. Provide vehicle services such as fuel, oil, and water.
  - c. Provide free air for tire inflation.
  - d. Provide rest room facilities and drinking water.
  - e. Operate year round at least twelve continuous hours per day seven days a week.
  - f. Provide a public telephone.
- (4) Food. To qualify for placement of a business sign on a "FOOD" specific service sign, the individual business installation must:
  - a. Be appropriately licensed as required by law.
  - b. Operate year-round seven days a week, and serve three meals a day (breakfast, lunch, and dinner).
  - c. Provide a public telephone.
- (5) Lodging. To qualify for placement of a business sign on a "LODGING" specific service sign the individual business installation must:
  - a. Be appropriately licensed as required by law.
  - b. Provide adequate sleeping accommodations consisting of a minimum of ten units each. Each unit must have a bathroom and a sleeping room.
  - c. Provide a public telephone.
- (6) Camping. To qualify for placement of a business sign on a "CAMPING" specific service sign, the individual business installation must:
  - a. Meet applicable state and local standards for health and sanitation.
  - b. Agree to the removal or masking of the business sign by the department during off-seasons, if operated on a seasonal basis.
  - c. Provide a public telephone.
- (7) Compliance with State Code. The individual business installation must be in compliance with State codes. If an advertising device that serves a business is erected or maintained in violation of either of these sections, that business shall be disqualified from obtaining a business sign on any specific service sign.

## **1.5 APPLICATION AND FEES.**

- (1) Application.
  - a. An individual business installation requesting placement of a business sign upon a mainline specific service sign shall submit a completed application form, provided by the department.
  - b. When the advertised activity or on premise signing of the business installation is not visible from the ramp terminal and a ramp specific service sign has been erected, application shall be made for space on the ramp specific service sign in addition to application for space on the mainline specific service sign.
  - c. If the application is approved, the applicant shall remit the required fees and furnish the department with business sign(s) meeting department specifications.
- (2) Fees. The individual business installation shall pay to the department an annual fee of (\$25 plus \$10 per month) for each business sign supplied for posting. The (\$10-per) month portion shall be due on or before the first of each month or payable quarterly with installments due on or before July 1, October 1, January 1, and April 1 of each year. The (\$25-portion) shall be due upon approval of the application, and on or before July 1 of each year thereafter. Failure to submit fees by these dates shall be cause for removal and disposition of the affected business sign(s) by the department.
- (3) Drawing to Allocate Space. If the number of qualified applicants is greater than the number of available spaces on a mainline specific service sign, the department shall hold a drawing among the qualified applicants to select the applicants who will fill vacant spaces.

**1.6 BUSINESS SIGN SPECIFICATIONS.** A business sign shall be a blue sign with a white border and white legend, except that colors consistent with customary use should be used with nationally, regionally, or locally known symbols or trademarks. Reflectorization is optional, at the discretion of the applicant.

- (1) Mainline Business Signs. On mainline business signs, all letters in the principal legend shall be at least 10 inches high, whether capital or lowercase. However, when the symbol or trademark is used alone for the business sign, any legend on it shall be proportional to the size customarily used on the symbol or trademark. A "GAS" mainline business sign shall be contained within a 48-inch wide and 36-inch high rectangular panel. A "FOOD," "LODGING," or "CAMPING" mainline business sign shall be contained within a 60- inch wide and 36-inch high rectangular panel.
- (2) Ramp Business Signs. On ramp business signs, all letters in the principal legend shall be at least 4 inches high, whether capital or lowercase. However, when the symbol or trademark is used alone for the business sign, any legend on it shall be proportional to the size customarily used on the symbol or trademark. A "GAS" ramp business sign shall be contained within a 24-inch wide and 16-inch high rectangular panel. A "FOOD," "LODGING," or "CAMPING" ramp business sign shall be contained within a 36-inch wide and 16-inch high rectangular panel.

## **1.7 INSTALLATION, MAINTENANCE, REMOVAL, AND REPLACEMENT OF BUSINESS SIGNS.**

- (1) The department shall perform all required installation, maintenance, removal, and replacement of business signs upon specific service signs within the right-of-way.
- (2) Ordinary initial installation and maintenance services shall be performed by the department during the month of July upon payment of the annual renewal fee.
- (3) The department may perform additional requested services in connection with modification of a business sign upon payment of a (\$25 service) charge. Any required new or renovated business sign shall be provided by the applicant.
- (4) The department shall remove and dispose of a business sign if the applicant fails to pay the required fees or if the applicant or business sign violates any provision of these rules.

- (5) No business sign shall be displayed that would mislead or misinform the traveling public, or that is unsightly, badly faded, or dilapidated. The department may remove, replace, or mask business signs that violate these provisions.
- (6) Messages, trademarks, or brand symbols that interfere with, imitate, or resemble any official warning or regulatory traffic sign, signal, or device are prohibited.
- (7) The department shall not be responsible for damages to business signs caused by vandalism or natural causes. If a business sign is so damaged and it requires repair or replacement, the applicant shall provide a renovated or new business sign along with payment of a (\$25 service) charge to the department for replacement of the damaged business sign. These rules are intended to implement State codes.

## APPENDIX E

### TYPICAL POLICY FOR TOURIST-ORIENTED DIRECTIONAL SIGNING ON CONVENTIONAL ROADS

#### 1.1 PURPOSE

To implement the rules and standards for erecting Tourist-Oriented Directional Signs on the state highway system.

#### 1.2 APPLICABILITY

This policy applies to "conventional roads" of the state highway system, outside of urbanized areas as defined by the 1980 United States Census.

#### 1.3 DEFINITIONS

Except as defined in this paragraph, the terms used shall be defined in accordance with definitions and usage of the Manual On Uniform Traffic Control Devices (MUTCD).

- a. Tourist Oriented Directional Sign - A rectangular sign panel with the name of the activity considered as a point of interest, a destination arrow, and mileage.
- b. Travelers' Point of Interest - Travelers' Points of Interest include tourist-oriented cultural, historic, or recreational activities, national and state parks, and commercial establishments that may be of interest to the traveling tourist.
- c. Conventional Road - A street or highway on the state highway system other than a freeway or expressway with no control of access.
- d. Sign Assembly - A group of sign panels (not to exceed 3) attached to supports per Department standards.
- e. Sign Panel - A sign 60" x 16" with white legend, 5" letter, on a blue background.

#### 1.4 CRITERIA

- A. Attractions shall be signed at a particular location in the following order of priority (with the highest priority listed first): national park; state park; historic, cultural, or recreational sites; and commercial establishments.
- B. Attractions must be within 10 miles of the initial point of turn on the state highway.
- C. If the location of the point of interest can be determined from or is on the state highway, applications shall not be approved.
- D. If the activity has an existing or pending Outdoor Advertising Board permit in the area covered by these rules, the "Point of Interest" application will not be approved.
- E. If an applicant has an on-premises advertising sign that is visible from the highway the applicant will be given first priority for Tourist Oriented Directional Signing, subject to the condition that applicant removes this on-premises sign, and subject to that attraction's position on the Priority List.

#### 1.5 SIGN LOCATION AND DESIGN

##### A. GENERAL

1. Number Permitted - No more than two "sign assemblies" will be permitted on each approach to an intersection. One sign assembly (3 panels maximum) shall be used exclusively for those attractions requiring a right turn (right arrow on panel) at the intersection. The second assembly shall be used exclusively for those attractions requiring a left turn (left arrow on panel) at the intersection.

2. Replacement - Sign panels destroyed by accident, vandalism, or wear shall be replaced at the expense of the applicant.
3. Trailblazing - Trailblazing signs shall be placed at each point of decision along affected routes to the travelers point of interest. The petitioner must have written approval for trailblazing from each community that the affected route traverses. The trailblazing plan is subject to the approval of the Department. All trailblazing signs shall be erected before the sign on the state highway is in place. The trailblazing signs shall be maintained and kept in good repair by the petitioner or the signs on the state highway shall be removed.
4. The location of an existing traffic control device, or the need for a new device, shall take precedence over the location of a Tourist-Oriented Directional Sign, either existing or proposed.
5. Sign assemblies shall not be erected on either an expressway or freeway, including but not limited to its ramps.

#### B. LOCATION

1. Lateral Location - Lateral clearance will be in accordance with section 2A-24 of the MUTCD. Signs erected at the side of the road shall be mounted at a height of at least 5 feet measured from the bottom of the sign to the edge of the pavement. In locations where parking and/or pedestrian movement is likely to occur or where there are other obstructions to view, this difference in elevation between the near edge of the pavement and the bottom of the lowest panel shall be 7 feet. The maximum top elevation from the near side pavement edge of a three panel assembly with a 5 foot ground clearance shall be approximately 9 feet and the maximum elevation for a 3 panel assembly with a 7 foot minimum ground clearance shall be approximately 11 feet.
2. Longitudinal Location - Sign assemblies shall be placed in accordance with the following standards:
  - a. At least 200 feet from a traffic control sign or device.
  - b. At least 200 feet from a numbered route junction or signalized intersection on roads zoned for more than 40 m.p.h.
  - c. At least 750 feet from a railroad crossing.
  - d. At least 300 feet from another Tourist-Oriented Directional sign.

#### C. DESIGN

1. Colors - The background of signs shall be blue, except national and state parks shall be brown. White is to be used for all lettering, border, mileage and destination arrows. Legends, borders and background sheeting shall be High Intensity Encapsulated Lens.
2. Mounting - No more than three Directional Sign panels can be mounted on a sign assembly. Sign panels for primary traveler's points of interest higher on the priority list shall receive priority over others. Vandal proof fasteners shall be used to attach the panel to the sign assembly, and shall be supplied by the applicant. Sign assembly support will be in accordance with Department Sign Standards.
3. Size - All sign panels shall be sixteen (16) inches in height by sixty (60) inches in length. Letters and numbers shall be four (4) inches in height.
4. All TODS signs shall be fabricated in accordance with the current edition of the Standard Specifications for Highways and Bridges. The aluminum panels shall be .080" inches thick. 5052 aluminum alloy may be used as an option subject to the condition that it complies with the ASTM B209 Alloy 6061-T6 flatness tolerance.

### 1.6 PROCEDURE

- A. Upon receiving written approval from the communities for trailblazing the petitioner shall apply to the appropriate District Highway Office for approval. The applicant shall submit copies of written approval from the communities for trailblazing signs, a map showing proposed trailblazing sign locations and design of trailblazing signs showing dimensions, color, legend, materials, etc.
- B. The applicant shall be responsible for the erection and maintenance of trailblazing signs, prior to the installation of the Tourist Oriented Directional Sign on the state highway.
- C. After approval by the Department, copies of Standards and Specifications for the proposed panel shall be sent to the applicant for fabrication. The petitioner shall be required to supply panels and vandal proof fasteners to the Department for erection by Department forces. The appropriate District Highway Office shall determine and perform any maintenance for the sign assembly, with panels and vandal proof fasteners supplied by the applicant.

#### **1.7 FEES**

- A. An applicant fee of (\$250.00 (two hundred and fifty dollars) for 5 years) shall be charged by the Department, to be renewed every five years.
- B. Applicants shall be responsible for the full cost of fabricating and supplying sign panel(s) and vandal proof fasteners as determined by the Department.
- C. The Department shall assume the costs for supplying and installing sign supports, and attaching the panel(s) to the supports; and costs for maintenance of the sign assembly.
- D. Any sign panel(s) destroyed by accident, vandalism, or wear shall be replaced at the expense of the applicant.

# APPENDIX F

## TABLE OF REFERENCES AND CONTACTS

### Alaska - TOD, Policy Experimental

Contact: Alaska DOT & Public Facilities  
P.O. Box Z  
Juneau, Alaska 99811  
ATTN: Traffic Safety Standards Engineer  
(907) 465-2951

### Colorado - Rules, Regulations & Standards for Specific Information & Business Signs

Contact: Colorado DOT  
4201 E. Arkansas Ave.  
Denver, Colorado 80222  
ATTN: State Traffic & Safety Office  
(303) 757-9276

### Idaho - State Powers to Remove Signs, Logo Policy & Procedure

Contact: Idaho Transportation Department  
P.O. Box 7129  
Boise, Idaho 83707  
ATTN: Traffic Supervisor  
(208) 334-2591

### Indiana - Logo Contract Agreements, Motorist Service Info.

Contact: Indiana Department of Highways  
Division of Traffic  
100 N. Senate Avenue  
Indianapolis, Indiana 46204  
ATTN: State Traffic Engineer  
(317) 232-5202

### International

#### - National Tourist Signing System

Contact: International Road Federation

#### - Guide to Signpost Services & Tourist Facilities

Contact: National Association of Australia State Road Authorities

#### - Information vs Aesthetics; National Policy on Motorist Info.

Contact: R.D. Netherton

### Iowa - Logo & TOD Signing Procedures, Chapters 118,119 & 120, Transportation Code 761,

Contact: Iowa DOT  
Highway Division  
800 Lincoln Way  
Amos, Iowa 50010  
ATTN: State Traffic Engineer  
(515) 239-1101

### Kansas - Business Signs on Specific Service Signs - Guidelines

Contact: Kansas DOT  
State Office Building  
Topeka, Kansas 66612  
ATTN: Traffic Engineering Bureau  
(913) 296-3618

### Kentucky - 177.865 Laws & Regulations

Contact: Kentucky Transportation Cabinet  
Frankfort, Kentucky 40622  
ATTN: Traffic Director  
(502) 564-3020

### Massachusetts - Department of Public Works Sign Policy

Contact: Massachusetts Department of Public Works  
10 Park Plaza  
Boston, Massachusetts 02116  
ATTN: Operations Traffic Engineer  
(617) 973-7360

### Minnesota - Logo Sign Franchise

Contact: Minnesota DOT  
313 Transportation Building  
St Paul, Minnesota 55155  
ATTN: Traffic Engineer  
(612) 296-2252

### Michigan - Effects of Suppl Interchange Sign on Driver

Contact: Michigan DOT  
P.O. Box 30050  
Lansing, Michigan 48909  
ATTN: Engineer of Traffic & Safety  
(517) 373-1460

### Nebraska - Logo Rules & Regulations for Interstate Travel Info.

Contact: Department of Roads  
P.O. Box 94759  
Lincoln, Nebraska 68509  
ATTN: Traffic Engineer  
(402) 479-4594

### North Carolina - Logo Information Pamphlet

Contact: North Carolina DOT  
Highway Division  
P.O. Box 25201  
Raleigh, North Carolina 27611  
ATTN: Traffic Engineering Bureau  
(919) 733-3915



**OAAA - Logo Sign Report, November 1987**

Contact: Outdoor Advertising Association of America  
National Headquarters  
Suite 403  
1899 L Street, NW  
Washington, D.C. 20036  
ATTN: Executive Director  
(202) 223-5566

**Oregon - TOD Sign Program; Logo on & off Interstate**

Contact: Travel Information Council  
229 Madrona, S.E.  
Salem, Oregon 97302  
ATTN: Executive Director  
(503) 378-6538

**Oregon - Motorist Information Needs & Visibility, TOD final report, and Interstate Safety Rest Area Study**

Contact: Oregon DOT  
Transportation Building  
Salem, Oregon 97310  
ATTN: Traffic Engineer  
(503) 378-6538

**Pennsylvania - Schuster Report for Independent Business Advocates**

Contact: Independent Business Advocates  
P.O. Box 1337  
Conyngham, PA 18219  
ATTN: Chairman  
(717) 788-4231

**Tennessee - Proposed Rules & Regulations for Specific Service Signs**

Contact: Tennessee DOT  
Suite 400  
James K Polk Building  
Nashville, Tennessee 37219  
ATTN: Transportation Planning Specialist  
(615) 741-2877

**Texas - How to Abbreviate Highway Signs**

Contact: Texas Department of Highways & Public Transportation  
State Highway Building  
11th & Brozos Street  
Austin, Texas 78701  
ATTN: Engineer of Traffic  
(512) 465-6332

**Vermont - Travel Information Systems**

Contact: Vermont Agency of Transportation  
133 State Street  
Montpelier, Vermont 05602  
ATTN: Traffic Engineer  
(802) 828-2628

**Virginia - Travel Service Signing Report 1988**

Contact: Virginia Department of Transportation  
1401 E. Broad St.  
Richmond, Virginia 23219  
ATTN: State Traffic Engineer  
(804) 786-2950

**Washington - Rules & Regulations for Motorist Info. Signs**

Contact: Washington Department of Transportation  
Transportation Building KF-01  
Olympia, Washington 98504  
ATTN: State Traffic Engineer  
(206) 753-1169

**Wisconsin - WHBS Report July 1988**

Contact: Wisconsin Department of Transportation  
P.O. Box 7916  
Madison, Wisconsin 53707  
ATTN: Wisconsin Highway Business Signs Association  
(800) 562-2300

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