

IDAHO TRANSPORTATION DEPARTMENT
Boise, Idaho

STANDARDS AND PROCEDURES

FOR

SPECIFIC SERVICE SIGNS ON THE INTERSTATE
AND OTHER FULLY CONTROLLED ACCESS HIGHWAYS
(LOGO SIGNS)

April 2007

INDEX

ITD Contact Information	4
I. LEGAL AUTHORITY	
1. Legal Authority.....	5
2. Title and Scope	5
II. GENERAL PROVISIONS	
1. Purpose.....	6
2. Definitions.....	6
3. Program Administration.....	8
4. Signing Eligibility	8
5. Eligible Interchanges	9
6. Ineligible Interchanges.....	9
III. ADMINISTRATION	
1. General.....	11
2. Applications	11
a. Application Forms	12
b. Application Information.....	12
c. Application Processing	13
d. Qualified Waiting List	14
3. Fees	15
4. Billing and Renewals	17
5. Relocations.....	18
6. Name Changes	18
7. Refunds	18
8. Removals.....	19
9. Temporary Closures.....	20
10. Appeals	20
11. Owner Responsibility.....	21
12. Miscellaneous Provisions.....	21
IV. CRITERIA	
1. Non-Discrimination Laws.....	22
2. Types of Services.....	22
All Facilities.....	22
Gas Facilities.....	23
Gas Courts.....	23
Food Facilities.....	23
Food Courts.....	24
Lodging Facilities	24
Camping Facilities	24
Attraction Facilities.....	25
24-Hour Pharmacy Facilities	25

	RV Friendly Facilities.....	25
3.	Conditional Qualification.....	26
4.	Trailblazer Signs.....	27
5.	Criteria Violations.....	28
V.	LOCATION	
1.	Lateral Location.....	29
2.	Relationship to Interchange.....	29
3.	Interstate Re-entry.....	29
4.	Exit Ramps.....	29
5.	Distance from Interchange.....	30
6.	Trailblazer Placement.....	30
VI.	SIGN DESIGN	
1.	Color, Legend, Reflectorization and Substrate.....	31
2.	Individual Logo Panels.....	32
	Logo Panel Size Requirements.....	33
3.	Specific Service Signs.....	34
	Specific Service Sign Size.....	35
4.	Combination Service Signs.....	35
	Specific Service Sign Size-Combination Panel.....	36
5.	Specific Service Ramp Signs.....	37
	Size Requirements.....	37
6.	Trailblazer Design.....	37
	Size Requirements.....	38
7.	RV Friendly Symbol Sign.....	39
8.	Supports.....	39
VII.	INSTALLATION AND MAINTENANCE	
1.	Applications.....	40
2.	Sign Installation.....	40
3.	Maintenance and Replacement of Signage.....	41
4.	Removal and Reinstallation of Seasonal Logo Panels.....	41
VIII.	SIGN DIMENSIONS – SPECIFIC SERVICE SIGNS.....	42
IX.	SIGN DIMENSIONS – SPECIFIC SERVICE RAMP SIGNS.....	47
X.	SAMPLE SPECIFIC SERVICE SIGN PLACEMENT.....	49
XI.	SAMPLE SUPPLEMENTAL RAMP PANEL SIGN PLACEMENT.....	50

Idaho Transportation Department

Division of Highways

Director
Legal Section
Highway Operations and Safety Engineer

3311 W. State St., Boise, Idaho
Mailing Address: P. O. Box 7129, Boise, Idaho 83707-1129

District Offices

District 1

District Engineer
600 West Prairie
Coeur d'Alene, ID 83815-8764

District 3

District Engineer
P. O. Box 8028
8150 Chinden
Boise, ID 83707-2028

District 4

District Engineer
P. O. Box 2-A
216 Date Street
Shoshone, ID 83352-0820

District 5

District Engineer
P. O. Box 4700
5151 South 5th
Pocatello, ID 83205-4700

District 6

District Engineer
P. O. Box 97
206 N Yellowstone
Rigby, ID 83442-0097

I. LEGAL AUTHORITY

RULE NO. 39.03.62 of the IDAHO TRANSPORTATION DEPARTMENT establishes the following:

1. LEGAL AUTHORITY

Under the authority of Sections 40-312, 40-313, 40-1911(5) and 67-5229 Idaho Code and U.S. Code Title 23, Chapter 1, Parts 625 and 655, the Idaho Transportation Board incorporates by reference its March, 2007 publication entitled “Logo Signs”

2. TITLE AND SCOPE

The publication provides regulations for the installation and administration of Specific Service signs giving information in the interest of the traveling public informing motorists of gas, food, lodging, camping, attraction and 24-hour pharmacy facilities with their related tourist services which are accessible from eligible interchanges.

II. GENERAL PROVISIONS

1. PURPOSE

The purpose of this document is to provide standard operating procedures for installation and administration of Specific Service signs informing motorists about the availability of Gas, Food, Lodging, Camping, Attraction and 24-Hour Pharmacy facilities that are accessible from eligible interchanges.

The intent of the logo sign program is to provide the availability of specific service signage to a business or activity that offers specific motorist services that are of interest to the traveling public. It is the sole intent of this program to provide motorist information to the traveling public and not to promote outdoor advertising of a business or activity.

2. DEFINITIONS

The following definitions shall apply throughout this document unless the context clearly indicates otherwise:

“24-Hour Pharmacy” – A licensed facility that is continuously operated 24 hours per day, 7 days per week having a State-licensed pharmacist present and on duty at all times for the dispensing of a prescribed drug or device.

“Approach” – That section of the highway right-of-way between the outside edge of shoulder and the right-of-way line which is designed as a roadway for the movement of vehicles between the highway and the adjoining property.

“Attraction” – A tourist-oriented facility whose primary purpose is to provide amusement, historical, cultural, or leisure activities to the public.

“Authorized operator” – A person or entity, other than an owner, who operates an independent motorist service facility and who has authority to enter into agreements relevant to matters covered by this document.

“Camping” – An area designed to accommodate but not limited to any combination of tents, pickup campers, camp trailers, fifth wheel trailers, or motor homes.

“Conditionally Qualified” -- A facility run as a profit or non-profit business to provide tourist oriented services, attractions or activities to road users that cannot meet all criteria for specific service signing. The Department may approve conditional status for a logo facility if the Department determines that signing of the facility would benefit the motorist.

“Department” – The Idaho Transportation Department.

“District” – Any Idaho Transportation Department district facility.

“Facility” – A facility run as a profit or non-profit business to provide tourist oriented services, attractions or activities to road users.

“Food court” – Any facility with two or more food businesses sharing a common seating area that serve food to the public as their primary source of revenue.

“Food facility” – Any business that serves food to the public as their primary source of revenue.

“Fully controlled access highway” – Any section of a highway system where access is prohibited except for interchange connections.

“Gas court” – Any facility with two or more gas businesses sharing a common service island or fuel storage.

“Gas facility” – Any business that serves gas to the public as their primary source of revenue.

“Interchange” – A ramped access point to or from a fully controlled access highway.

“Interstate highway system” – Every State highway that is a part of a national system of interstate and defense highways established pursuant to Title 23, Section 103 (e), U.S. Code.

“Logo” – An identification symbol or trademark or a word message for a qualified motorist service facility.

“Logo panel” – A separate affixed sign attached to a Specific Service sign displaying the logo for a qualified motorist service facility.

“Main traveled way” – The through traffic lanes of the highway system that are fully controlled access highways.

“MUTCD” – Manual on Uniform Traffic Control Devices for Streets and Highways.

“Owner” – The holder of fee title, or holder of leasehold estates from the owner of the real property.

“Pharmacy” – See 24-Hour Pharmacy.

“Regional significance” – Facilities that attract continuous motorist attendance from locations extending beyond the borders of Idaho.

“Qualified motorist service facility” – A profit or non-profit business providing gas, food, lodging, camping, attractions or 24-hour pharmacy and meeting all necessary criteria established by this document and having an approved application.

“RV Friendly Facility” – designed with facilities to accommodate the on-site movement and parking of recreational vehicles (RVs).

“Seasonal operation” – When a qualified motorist service facility provides services **ONLY** during specific seasons of the year.

“Specific Service sign” – A guide sign that provides road users with facility identification and directional information in advance of exit ramps.

Specific Service Ramp sign” – A Specific Service sign located on an exit ramp bearing one or more facility logo panel(s) with directional information.

“Trailblazer sign” – A directional sign composed of the applicable service symbol, business name or nationally/regionally recognized logo/trademark in conjunction with a directional arrow and/or mileage directing motorists to approved facilities.

3. PROGRAM ADMINISTRATION

The logo sign program will be administered by the Office of Highway Operations and Safety, Traffic Services, of the Idaho Transportation Department. An appeal of a decision relative to this document shall be made to the Idaho Transportation Department in accordance with the Idaho Administrative Procedure Act (see Section III. ADMINISTRATION).

4. SIGNING ELIGIBILITY

This standards and procedures document covers guidelines for the placement of Specific Service signs displaying logo panels of specific interest to the motorist as follows:

- a. Only **“Gas”, “Food”, “Lodging”, “Camping”, “Attraction”** and **“24-Hour Pharmacy”** facilities are eligible for consideration.
- b. Facilities that meet the criteria and provisions defined herein and have an approved application from the Department shall be eligible for signing.
- c. Specific Service signs shall be used only at eligible interchange locations (see Section II.6. Ineligible Interchanges)
- d. Each qualifying motorist service facility shall be signed at only one (1) interchange for each direction of travel. When the motorist service facility

meets qualifications for more than one interchange, the approved route to the facility shall be selected by the Department.

- e. Each qualifying motorist service facility shall be signed in each direction of travel unless otherwise determined and approved by the Department.
- f. Motorist service facilities operating on a seasonal basis, located farther than three (3) miles from an interchange, or not meeting all of the qualifying criteria will be considered for logo signing as a “conditionally qualified” facility (see Section IV.3., Conditional Qualification).
- g. Motorist service facilities located farther than 15 road miles from the ramp terminus will be considered (see Section V.5. Distance From Interchange).
- h. If motorists cannot be given adequate direction to the facility by placement of a maximum of three (3) trailblazer signs or, when trailblazer signs are required but cannot be installed, the request for signing will be denied (see Section IV.4. Trailblazer Signs).

Specific Service Ramp signs shall only be allowed at exit ramps where a facility is currently signed on a Specific Service sign. Supplemental ramp signs are required for all facilities that are not visible from the exit ramp and for all multi-lane exit ramps even if the facility is visible from the off ramp.

Supplemental “RV Friendly Symbol” signage for qualifying facilities may be allowed in addition to logo signs to further identify the facility as an RV friendly facility.

5. ELIGIBLE INTERCHANGES

The standards and procedures stated in this document are applicable to interchange connections on the designated interstate highway system and those fully controlled access segments of the State highway system, where outdoor advertising is prohibited by Title 40, Chapter 19, Idaho Code, or by more restrictive laws or ordinances of local jurisdictions. The criteria stated in this document is subject to more restrictive requirements of Federal and State laws or regulations.

6. INELIGIBLE INTERCHANGES

The following interchanges are not eligible for signing under the provisions of this document:

- a. Interchanges where the interchange ramps connect one fully controlled access highway directly to another fully-controlled access highways.

GENERAL PROVISIONS

- b. Fully controlled access highway interchanges without sufficient space to properly install logo panels in accordance with the minimum standards of the MUTCD and Sections V. LOCATION or VI. SIGN DESIGN.
- c. Fully controlled access highway interchanges where it is determined by the Department that due to interchange design or environmental conditions additional signing would create safety concerns for the traveling public.

III. ADMINISTRATION

1. GENERAL

Inquiries regarding Specific Service signs giving information in the interest of the traveling public along the interstate highways and other fully controlled access highways (logo program) may be made to the:

Highway Operations and Safety Engineer
Idaho Transportation Department
PO Box 7129
Boise, Idaho 83707-1129
(208) 334-8557

Facilities that wish to apply for signing will be referred to the appropriate District representative (see page 4). Applications shall be submitted to the District office. The District representative shall collect all application fees and verify that the facility applying for a permit meets all of the required qualifications.

2. APPLICATIONS

The owner or authorized operator of a qualified motorist service facility must file an application with the appropriate District office for placement of its logo panel on Specific Service signs and Specific Service Ramp signs erected on eligible fully controlled access highways and on trailblazer signs from the fully controlled access highways to the facility. Applicants are responsible for providing complete and accurate contact and ownership information.

Applications shall be processed and signs installed by the district within which the facility resides.

Prior to accepting an application, the District Logo Coordinator shall advise applicants of the policies and procedures contained herein and determine eligibility and the availability of signing, including applicants on a qualified waiting list, at the requested location.

Applications forms are required for all new signs and changes to existing signing as follows (separate applications are required for each type of service):

New application numbers are required for:

- ii. New sign installations; or
- iii. A change in facility ownership; or
- iv. A change in business type (this may include a change from a food to a gas facility or an individual facility changing to a food or gas court); or

- v. Sign requests for reinstallation of signs removed under this standards and procedures document.

Existing application numbers shall be retained for:

- vi. A change in business or facility name or logo (including changes in brand); or
- vii. A request for additional signing; or
- viii. A change in logo panel location from one interchange to another; or
- ix. A replacement of worn or damaged signage, including trailblazers.

a. Application Forms: Applications shall be made on the following forms provided by the Department:

- i. ITD-761, Application and Permit to Install Logo Signs Along Interstate and Other Fully Controlled Access Highways; and
- ii. ITD-762, District Field Verification Report Relating to Permits for Logo Signs or TODS.

b. Application Information: Application forms shall contain the following information:

- i. Application number assigned by Headquarters Logo Coordinator.
- ii. Highway information for which the applicant seeks signing including a description of the interchange for which the logo panel is requested, facility relationship to the interchange, and need for trailblazer signs.
- iii. Supplemental ramp signs are required for all facilities that are not visible from the exit ramp and for all multi-lane exit ramps even if the facility is visible from the off ramp. Placement locations (right or left) should be specified on the application when exit ramps are multi-lane. Location will depend on the availability of signing on the left side of the ramp and should be placed in advance of the multi-lane split to give advance warning to the motorist about proper lane selection (see Section V.4. Exit Ramps).
- iv. If trailblazer signs are required, indicate placement locations (intersection or road and milepost) on and off the State highway system. Trailblazer signs off the State highway system require a letter of agreement from the local agency having jurisdiction over the highway regarding the approved location and maintenance criteria of the trailblazers (see Section IV.4. Trailblazer Signs).

- v. Facility name, address, telephone, and contact information for the owner/operator if not the same.
- vi. Operational schedule of the business. Seasonal facilities must list months of operation in addition to days and hours they are open to the public. Food and gas court facilities should include operational schedule of adjoining businesses.
- vii. Verification of conformance with the criteria established herein for logo signing. (See ITD-762, District Field Verification Report.)
- viii. A drawing or photograph of the proposed logo panel. Where a symbol, logo or trademark is used on the logo panel that could be construed to represent more than one service type, the logo panel will be required to include legend that is specific to the service type being signed. For example, if a lodging facility is signing for a restaurant on a Food Service Sign, the food business logo must not be identical to the lodging business logo used on a Lodging Service Sign. The inclusion of a word such as "RESTAURANT" on the logo panel will be required to clarify the service offered.
- ix. District recommendation for signing approval, denial or placement on an approved waiting list.
- x. Other information as may be required by the Department.

Application Processing

The applicant shall submit all required application fees at the time of application. The application process will not proceed until the applicant has fulfilled all application submittal requirements and paid all application fees.

The District shall have 14 working days to verify that the facility fulfills all the criteria of this document, determine the availability of signing at the requested location, and submit the original signed application and field verification report with the District's recommendations for approval or denial to the Office of Highway Operations and Safety, Traffic Services.

Applications for signing not allowed under the criteria stated in this document shall be verbally denied by the District. If the applicant insists on proceeding with the application, the non-refundable fee shall be accepted and the application shall be forwarded to the Headquarters Office of Highway Operations and Safety, Traffic Services with the District's recommendation for denial (see Section III.10. Appeals).

Upon receipt of the completed application from the District, the Headquarters Logo Sign Coordinator will have **14 working days** to review the application and either approve or deny the application.

If **approved**, the Headquarters Logo Coordinator will notify the applicant, District Logo Coordinator, District Traffic Engineer and District Sign Foreman in writing of the approval. The letter to the applicant shall include the original permit and all fabrication specifications needed for the applicant to supply the logo panels to the District for installation. Copies of all correspondence related to the application shall be forwarded to the District.

If a permit denial is issued by the Headquarters Logo Coordinator, the applicant shall be notified in writing. The applicant shall have an opportunity to correct any deficiencies or appeal the decision within **thirty (30) days** of the denial giving written notice of appeal Idaho Transportation Department Legal Section (see Section III.10. Appeals).

If, once an application is submitted, the permitting process is not completed within **ninety (90) days** as a result of inactivity on the applicant's part, the application shall be considered void. The District Logo Coordinator shall notify the Headquarters Logo Sign Coordinator that the logo permit is void. (See also Section III.8. Removals)

- **Qualified Waiting List**

A waiting list of qualified motorist service facilities shall be maintained at the District office when applications requested exceed the maximum logo panels allowed on any one (1) Specific Service sign. **Qualifying motorist service facilities must pay the application fee and have an approved permit prior to placement on the waiting list.**

All original applications approved by the Headquarters Logo Coordinator for placement on a District waiting list will be assigned a permit number and returned to the District for retention in their files. A copy of the approved application will be retained by Headquarters Office of Highway Operations and Safety, Traffic Services and sent to the applicant with an appropriate notification letter.

The order of placement priority on the waiting list shall be based on the facility's qualifying criteria and the date of final application approval. All subsequent applications received from a qualified motorist service facility shall be placed in the order they are approved.

A qualified motorist service facility on the waiting list may obtain logo sign placement under any of the following conditions:

- i. If space becomes available due to voluntary discontinuation of logo signing by an existing signed facility; or

If space becomes available due to the installation or upgrade of a Specific Service sign.; or

If space becomes available as a result of existing logo sign removal as a result of Part 8, Removals, of this section; or

If an existing signed facility is less qualified than the facility on a waiting list and fails to upgrade.

The District Logo Coordinator shall review those facilities on the waiting list and verify their interest in signing at the time space becomes available on a Specific Service sign or if, at time of renewal, an existing signed facility is conditionally qualified. Once interest is confirmed, the District Logo Coordinator shall re-inspect the facility on the waiting list to determine whether it is fully or conditionally qualified.

If space on the Specific Service sign becomes available, sign placement shall be given preference to fully qualified facilities over conditionally qualified facilities (see Section IV.3. Conditional Qualification) on the waiting list. A conditionally qualified facility at the top of the list shall be notified in writing and given thirty (30) days to upgrade to a fully qualified status, when applicable. If a conditionally qualified facility fails to meet the fully qualified criteria within the thirty-day period, the next fully qualified facility on the waiting list will be offered the opportunity to have their facility signed.

If at time of annual renewal, an existing signed facility is less qualified than the facility on the waiting list, the existing signed facility shall be notified in writing and given thirty (30) days to upgrade to fully qualified status. This notification and upgrade process shall be completed prior to the annual renewal date.

When applicable, the District Logo Coordinator shall process and forward to the Headquarters Logo Coordinator the original application and field verification report for the qualifying waiting list applicant as described in Section III.2.c. Application Processing.

3. FEES

All fees associated with logo signing are non-refundable. Application fees for logo signing cover administration costs. Annual, relocation, replacement and seasonal fees for logo signing are paid to defray installation and maintenance costs.

The District shall collect an **initial application** fee from the applicant as shown in (a) and (b) below for any of the following requests:

New sign installations (including waiting list applicants); or

A change in facility ownership; or

- A change in business type. This may include a change such as from a food to a gas facility or an individual facility changing to a food or gas court.

Each application shall be assessed an annual renewal fee as shown in (c) below based on the number of installed Specific Service signs, Specific Service ramp signs and trailblazer signs on the State highway system (see also Billing and Renewals below). Annual renewal fees shall also include seasonal sign fees, when applicable, as shown in (b) below.

The District shall collect **fees** from the applicant as shown in (c) below for any of the following reasons:

- Change in facility name or logo (including a change in brand name); or
- A request for additional signing, including the addition of RV Friendly symbols; or
- A change in logo panel location from one interchange to another; or
- Replacement of worn or damaged logo panels; or
- Removal/reinstallation of logo panels due to temporary removal criteria that is in accordance with section III.8; or
- Cover/uncover seasonal panels (including removal/reinstallation or affixing a “closed” panel upon the logo panel).

The Department shall make the final determination of fees to be collected.

The fees for logo panels shall be as follows:

a. **Fee per application:**

Includes initial application or resubmittals	\$100.00
--	----------

b. **Annual fees per sign (July 1 through June 30):**

Specific Service sign(s)	\$250.00
Specific Service ramp sign(s)	\$25.00
Trailblazer sign(s)*	\$25.00
Seasonal cover and uncover logo panels** (maximum \$100.00 per facility)	\$50.00

***Fee for trailblazer signs on State highway system ONLY.**

**Fees to cover/uncover, remove/replace or affix a “closed” panel upon the logo panel upon seasonal logo panels shall be billed at the time of the initial application and at subsequent annual renewals.

c. **Fee to reinstall, replace or relocate panels or add RV Friendly Symbols:**

Each panel	\$50.00
(maximum \$100.00 per facility)	

Note: No fee shall be charged to remove logo signs when they are removed due to a criteria violation or when a facility is permanently closed by the owner.

The applicant is responsible for all costs associated with the design and fabrication of logo panels for installation on Specific Service signs, Specific Service Ramp signs, or trailblazer signs on the State highway system. The applicant and/or the local jurisdiction shall be responsible for costs to install and maintain trailblazer and RV Friendly directional signs off the state highway system.

4. BILLING and RENEWALS

Annual fees are due within **thirty (30) days** upon receipt of billing. The billing year begins on July 1 and shall be prorated the first year from the date the signs are installed by the following formula: annual renewal fee x number of days from date of installation until July 1, divided by 365. The business shall be billed for the full annual renewal fee thereafter.

Eligibility of a motorist service facility for continued placement of its logo panel on a Specific Service panel, Specific Service ramp panel and trailblazer sign will be reviewed annually at the time of renewal applying the criteria from the most current adopted Department policy on logo signing. If payment for annual renewal is not received by the Department from a motorist service facility within thirty (30) days following the Department’s billing, the owner as shown on the application shall be notified in writing by the District office that the signs are being removed.

A owner of a facility which fails to pay the annual renewal fee by the date specified in the renewal billing letter and whose panel(s) have been removed must reapply for service signing as a new installation. The applicant shall pay the standard application fees as well as a pro-rated annual renewal fee based on the remainder of the billing year.

5. RELOCATIONS

Any facility requesting the relocation of a logo panel to a different interchange shall be required to submit a new application and pay the applicable fees. The current application number shall be retained. The Department shall make the final determination regarding the relocation based upon the same qualification requirements required for a new application. If approved, the facility will be charged a fee of fifty (\$50) dollars for each sign, one hundred (\$100) dollars maximum per facility, to relocate the logo panel(s).

6. NAME CHANGES

Any facility requesting or requiring a name change, including a change in brand logo, shall be required to submit an application using the existing application number. The application shall include a drawing or photo of the proposed new logo panel. The application shall pay all applicable fees to replace logo panels.

Facility owners shall have ninety (90) days following receipt of written notification from the Department to initiate the replacement of logo panels when existing panels do not reflect the new facility name. Failure to meet this deadline shall result in logo panel removal.

7. REFUNDS

Application fees shall not be refunded if an application for a permit is denied. Annual fees for logo sign placement are not refundable if the signs are removed due to a criteria violation or the permanent closure of a facility by the facility owners.

If a facility is subsequently acquired through eminent domain, a proportional refund of the annual renewal fee shall be made based on paid up days remaining.

When logo panels are out of service due to a Department construction project, a proportional refund of the annual renewal fee shall be made based on non-service days. Sign panels shall be considered out of service if they are removed or not normally visible to the traveling public for a period exceeding **fourteen (14) consecutive days**. Proportional refunds for out of service panels will be made for the total number of consecutive days that exceed fourteen (14).

There shall be no refund of annual renewal fees for any logo panel(s) either temporary or permanently removed or covered in accordance with other provisions contained herein.

8. REMOVALS

Logo panels shall be removed from all Specific Service signs, Specific Service Ramp signs and trailblazer panels for failure to comply with the provisions contained herein or as follows:

If a motorist service facility fails on three or more separate occasions within any one-month period to provide all of the services required by the selection criteria (Section IV. CRITERIA) and was notified in writing to that effect; or

If a motorist service facility willfully fails to comply, after written notification, with Federal and State laws applicable to the Highway Beautification Act, Chapter 19, Title 40, Idaho Code, and the rules promulgated thereunder; or

If a motorist service facility owner or authorized representative makes any false or misleading statements in the application for any permit, whether or not the same is material to or relied upon by the Department in the issuance of such permit, and when such false or misleading information shall remain uncorrected after the expiration of **thirty (30) days** following written notification; or

If the motorist service facility fails to remit the annual fee by the date specified in the renewal billing letter; or

If the motorist service facility changes ownership and fails to submit a new application for approval; or

If a motorist service facility changes their name or brand such that signing fails to direct motorists to the facility (see III.6. Name Changes); or

If a motorist service facility removes on-premise signing such that motorists could not identify and/or locate the facility; or

If a motorist service facility is notified in writing to furnish replacement logo panels due to sign damage, wear and/or vandalism and fails to do so within **sixty (60) days** upon receipt of such notification; or

If a non-seasonal motorist service facility fails to open for business for more than **seven (7) consecutive days**, or for more than **ten (10) days** cumulatively during any one-year period, unless the Department finds that closure for such period was beyond the control of the owner or authorized operator, or that the closure was justified by extenuating circumstances; or

If a facility fails to remain open for business and is permanently closed by the facility owner.

Removal of all signs as a result of a criteria violation shall be preceded by written notification by the Department. The applicant shall be given **thirty (30) days** of written notification to meet compliance, unless otherwise stipulated above. Following sign removal under the provisions of this section, any requests for signing shall be processed as a new sign application (see III.2. Applications).

Removal of all signs as a result of a permanent facility closure shall not require written notification by the Department if the facility owner requests the logo sign removal. If no notification was given to the Department by the facility owner the Department should send written notification to the owner when the signs are removed to allow the signs to be picked up by the owner.

9. TEMPORARY CLOSURES

If due to fire, accident, remodeling or other closures of a temporary nature that are acceptable to the Department, a qualified motorist service facility becomes inoperable for a period of time exceeding **seven (7) days** but not more than **ninety (90) days**, its logo panels shall be temporarily removed or covered on all Specific Service signs, Specific Service Ramp signs, and trailblazer signs. The facility shall not lose its priority nor be required to reapply prior to the normal time for a renewal application. Further extension may be granted if a written request is submitted to the Department and good cause is shown for the extension. However, failure of the owner or authorized operator to proceed with necessary repairs as rapidly as possible shall cause loss of the right to continued placement of logo panels and require a new application.

Logo panels shall be considered temporarily out of service due to a Department construction project if they are removed or not normally visible to the traveling public for a period exceeding **fourteen (14) consecutive days**. See III.7. above regarding refunds of fees.

Logo panels temporarily removed due to reasons other than a Department construction project shall be held by the District office for pickup by the owner for a period not to exceed **ninety (90) days**.

10. APPEALS

Any facility which has been denied signing or has been scheduled for sign removal due to non-compliance with qualifying criteria shall be notified in writing within **seven (7) working days** of the Department's decision.

The applicant may appeal denials and sign removals in writing to the Idaho Transportation Legal Section (see page 4) within **thirty (30) days** of receipt of the written notification sent by the Department. All appeals submitted to the Legal Section should include a letter of appeal and a copy of the original application.

Appeals should address the reasons for appeal and a brief narrative describing the appellant's argument for approval or non removal of signs.

11. OWNER RESPONSIBILITY

It shall be the sole responsibility of the facility owner to notify the Department:

- If any of the qualifying criteria changes; or
- Contact information changes; or
- Ownership of the facility changes

12. MISCELLANEOUS PROVISIONS

All signs installed under these provisions must be in full compliance with Idaho Code Title 40, Chapter 19, Beautification of Highways, and all other State and Federal laws and regulations.

The Department may, in carrying out the purpose of this document, delegate to subcommittees, staff personnel, contractors, local jurisdictions or other State agencies any duties or responsibilities set forth.

Any order of the Department denying an application or requiring the removal of a motorist service logo panel in accordance with the provisions contained within this document, may be entered administratively without a hearing, subject to the requirements of the Idaho Code and administrative and judicial review as provided therein. The Department shall notify the applicants promptly on any application denial or decision to remove a sign pursuant to criteria as stated in this document.

IV. CRITERIA

1. NON-DISCRIMINATION LAWS

Upon application for logo signing, the applicant shall provide to the Department written assurance of current compliance with all applicable laws concerning the provision of public accommodation without regard to race, religion, color, age, sex, national origin or lifestyle and laws concerning the licensing and approval of the motorist service facility. All facilities shall meet legal requirements for the Americans with Disabilities Act.

2. TYPES OF SERVICES

Facilities desiring logo signing shall be eligible subject to the following criteria:

ALL FACILITIES

No facility that restricts public use due to membership or subscription shall be approved unless other non-restrictive facilities are present and operational at the proposed interchange.

Any facility incorporating “24 HOURS” into a logo panel design must meet all the qualifying criteria for the motorist service being signed throughout that 24-hour period.

Where a symbol, logo or trademark is used on the logo panel that could be construed to represent more than one service type, the logo panel will be required to include legend that is specific to the service type being signed. For example, if a lodging facility is signing for a restaurant on a Food Service Sign, the food business logo must not be identical to the lodging business logo used on a Lodging Service Sign. The inclusion of a word such as “RESTAURANT” on the logo panel will be required to clarify the service offered.

Businesses whose logo panels appear to offer more than one motorist service, such as a Gas facility whose logo design offers the services of a convenience store for food, will be prohibited from signing both services on the one sign unless the legend of the sign is identical to the name listed on the on premise sales tax permit.

If two or more motorist service businesses which offer different types of service request separate service signing, but share the same building or seating area, each facility will be required to meet all the qualifying criteria for its specific service type. An example of this type of situation would be a gas facility and a fast food restaurant in the same building. The specific service businesses may be owned by the same owner, but will still require separate applications per service type. If signing is requested by two or more gas or food motorist service businesses that share the same service type and the same

building or seating area it will be required that the facilities qualify under criteria for a gas court or food court.

GAS FACILITIES

Vehicular services which shall include gas and/or alternative fuels, oil, water, and tire service meeting the following minimum requirements:

- a. A phone book or maintained call list where full tire service is available.
- b. Public services to include telephone, restrooms and drinking water.
- c. Continuous operations, seven (7) days per week and sixteen (16) hours per day, or other minimums established by energy policy imposed by federal or state authorities.

GAS COURTS

Gas courts are allowed to participate in the logo program as collective entities. For the purpose of this program, a gas court is defined as two or more facilities sharing a common service island or fuel storage. A gas court shall be evaluated for participation in the program under the criteria for gas facilities. That is, they must be within the qualifying distance and at least one facility (this could be different facilities at different times during the day) must offer all of the required services during the sixteen (16) hour period specified in the GAS criteria of this document.

Only one name or logo representing **all** participating gas court facilities shall be displayed. The use of the words GAS COURT on the logo panel is optional. The use of an individual gas court facility name on the logo panel is acceptable as long as that particular facility meets the minimum requirement for hours of operation and all other qualifying conditions for participation. If the name of an individual gas court business is incorporated into the logo panel, other businesses within the group will be denied logo signing.

FOOD FACILITIES

- a. Approved and/or licensed by a State agency or political entity having jurisdiction.
- b. Public services to include telephone and restrooms.
- c. Minimum indoor seating for eight (8) persons.
- d. Fully Qualified: Continuous operation to serve three (3) meals per day, seven (7) days per week as established by the Idaho Transportation Board.

- e. Conditionally Qualified: Continuous operation to serve two (2) meals per day, six (6) days per week as established by the Idaho Transportation Board.
- f. Minimum hours of continuous operation shall be 7 a.m. to 7 p.m.

FOOD COURTS

Food courts are allowed to participate in the logo program as collective entities. Food service businesses that apply for signing in the logo program will be required to be signed as a FOOD COURT if two (2) or more facilities share a common seating area. A food court shall be evaluated for participation in the program under the criteria for FOOD facilities. That is, they must be within the qualifying distance from the interstate and at least one business (this could be different vendors at different times during the day) must serve any one or all of the required meals during the twelve (12) hour period specified in the FOOD criteria of this document.

Only one name or logo representing **all** participating food court facilities shall be displayed. The use of the words FOOD COURT on the logo panel is optional. The use of an individual food court business name on the logo panel is acceptable as long as that particular facility meets the minimum requirement for hours of operation and all other qualifying conditions for participation. If the name of an individual food court business is incorporated into the logo panel, other businesses within the group will be denied logo signing.

LODGING FACILITIES

- a. Approved and/or licensed by a State agency or political entity having jurisdiction.
- b. A minimum of four (4) rooms of hotel or motel space each with a private bath.
- c. A telephone available for public use.
- d. Continuous operation seven (7) days per week and twenty-four (24) hours per day.

CAMPING FACILITIES

- a. Approved and/or licensed by a state agency or political entity having jurisdiction.
- b. A minimum of fifteen (15) camping sites.

- c. Adequate parking - at least one (1) parking space per campsite.
- d. Public services to include telephone, restrooms, and drinking water.
- e. Continuous operation seven (7) days per week and twenty-four (24) hours per day.
- f. Emergency contact list posted on site when attendant is not available seven (7) days per week and twenty-four (24) hours per day.

ATTRACTION FACILITIES

- a. Regional significance.
- b. Approved and/or licensed by a state agency or political entity having jurisdiction.
- c. Continuous operation six (6) days per week and eight (8) hours per day.
- d. Public services to include telephone, restrooms, and drinking water.
- e. Adequate parking and access.

24-HOUR PHARMACY FACILITIES

- a. Approved and/or licensed by a state agency or political entity having jurisdiction.
- b. Continuously operated 24 hours per day, 7 days per week.
- c. Shall have a State-licensed pharmacist present and on duty at all times.
- d. Adequate parking and access.

The number of logo panels for 24-Hour Pharmacy shall be limited to two (2) in all cases, whether they are placed on their own Specific Service Sign or used in combination with another service.

RV FRIENDLY FACILITIES

Eligibility for the placement of RV Friendly Service Symbols requires the following in addition to meeting the criteria and provisions defined herein for the specific motorist service being signed:

Roadway access and egress must be hard surface, free of potholes and must be at least 12 feet wide with a minimum inside corner radius of 50 feet to enter and exit the facility; and

Roadway access, egress, and parking facilities must be free of any electrical wires, tree branches, or other obstructions up to 14 feet above the surface; and

Facilities requiring short-term parking such as restaurants or tourist attractions are required to have 2 or more spaces that are 12 feet wide and 65 feet long with a inside corner radius of 50 feet to enter and exit the spaces; and

Fueling facilities with canopies are required to have a 14-foot clearance, and those selling diesel fuel are required to have pumps with non-commercial nozzles; and

Fueling facilities must allow for pull-through with swing radius of 50 feet; and

For campgrounds, 2 or more spaces that are 18 feet wide and 45 feet long are required; and

The motorist must be given additional guidance to the RV parking spaces upon leaving the public highway and entering the business establishment's property; and

Businesses must also place pavement markings and post directional signing on their sites, as needed, to direct motorists to the RV friendly parking spaces and other on-site RV friendly services; and

On site signs and pavement markings must be placed in a manner similar to those which indicate handicap parking spaces.

3. CONDITIONAL QUALIFICATION

The Department **may** elect to grant conditional approval when:

- a. a facility fails to meet any of the criteria as stated in this document or any of the criteria cannot be verified until a facility becomes fully operational; or
- b. a facility operates on a seasonal basis; or
- c. a facility is located greater than three (3) road miles from an interchange.

Upon receipt of an application for logo signing from a non-fully qualified facility, conditional qualification to use logo space shall be based on:

- a. the Department's evaluation of deficient services near the requested interchange; and
- b. the extent to which a facility fails to meet the criteria; and
- c. the existence of a Qualified Waiting List, when no other signing space is available (see section III.2.d.), and the qualification status of all applicants on that waiting list.

Logo sign placement to fully qualified facilities will be given preference over conditionally qualified facilities; however, prior to denial of new or the removal of existing logo sign placement to a conditionally qualified facility, that facility shall be given **thirty (30) days** to upgrade to a fully qualified status. Full qualification may be achieved if a conditionally qualified facility combines with a qualified food court or gas court facility. If a conditionally qualified facility fails to meet the fully qualified criteria within the thirty-day period, the next approved fully qualified facility will be granted sign placement. When two or more logo panels are eligible for removal under these conditions, final determination by the Department will be based on the facility's hours of operation, available services, and distance from the interchange. The removal of any existing logo signs to a conditionally qualified facility shall occur on the **renewal date**.

A new application will be required if the conditionally qualified motorist service facility upgrades their qualifications in conjunction with a change in ownership, a change in name or logo, or a change in location (see section III.2. Applications).

4. TRAILBLAZER SIGNS

Trailblazer sign assemblies may be required along interchange crossroads and other non-fully controlled access highways in order to adequately direct motorists to those motorist service facilities not visible from either the main traveled way or the interchange exit ramp. The requirement for trailblazer signs shall be determined by the Department.

Notwithstanding, the fact that a facility meets all of the eligibility requirements as stated in this document, an application may be denied by the Department if it is determined that adequate direction to the facility cannot be given by placement of a maximum of three (3) trailblazer signs or that trailblazer signs are required but cannot be installed.

Trailblazer signs shall be installed before logo panels are placed on a Specific Service sign or a Specific Service Ramp sign.

When trailblazer signs are required along highways that are not part of the State highway system, it will be the applicant's responsibility to have these signs installed by the local jurisdiction authorized to install and maintain such signs. The applicant shall contact the Department once these signs have been installed.

See section V.6. regarding trailblazer locations and Section VI.5. regarding trailblazer design requirements.

5. CRITERIA VIOLATIONS

The Department shall have the authority to remove or to refuse to install logo panels under the following conditions:

- a. Any logo sign panel that does not conform to the design criteria as specified in Section VI. SIGN DESIGN; or
- b. Failure of a motorist service facility to conform to qualifying criteria; or
- c. Failure of a motorist service facility to notify the Department immediately upon a change of business or brand name or ownership; or
- d. Failure of an owner or authorized representative to supply replacement signs to the Department within 90 days of receipt of a certified letter sent by the Department notifying the facility owner that a logo panel is weathered, vandalized or damaged beyond use; or
- e. Placement of any additional unapproved materials to or upon any logo panel, Specific Service sign, Specific Service Ramp sign, or trailblazer sign.

Two or more documented violations or a violation of the above criteria that goes uncorrected after notification shall be the basis for removal of existing specific service signing and the rejection of any request for sign renewal or installation.

If signs are removed under the above stipulations, any paid up rental fees will be non-refundable and the applicable permit canceled.

The Department may elect to grant conditional approval when a facility fails to meet all of the criteria as stated in this document. If at any time a fully qualified business, meeting all criteria as set forth in this document, applies for signing on an existing motorist information panel upon which there is a sign to a facility that has been granted conditional approval, and there is no other space available, signs for the conditionally approved facility will be removed to make space for a fully qualified business. Removal will be based on the last non-fully qualified motorist business (logo) signs installed to be removed first and removal will occur on the renewal date. When two or more motorist business (logo) signs are eligible for removal under these conditions, final determination by the Department will be based on the facility's hours of operation and available services.

V. LOCATION

1. LATERAL LOCATION

The location of Specific Service signs shall be determined by the Department. Specific Service signs should be placed at a greater lateral offset distance than other required highway signing 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 design.

2. RELATIONSHIP TO INTERCHANGE

A maximum of four (4) Specific Service signs may be placed between interchange ramps. Specific Service signs shall not be erected less than 800 feet in advance of the interchange exit directional sign. When possible, a minimum spacing of 800 feet should be maintained between successive Specific Service signs along the main traveled way.

Specific Service signs shall be installed with “Gas” as the closest to the interchange or ramp terminal, followed by “Food”, “Lodging”, and “Camping” or “Attraction” or “24-Hour Pharmacy”, in that order. In the event there is insufficient space between interchanges to accommodate separate Specific Service signs for each service type or interchange, combination Specific Service signs in accordance with section VI.3. Specific Service Signs shall be permitted.

3. INTERSTATE RE-ENTRY

Specific Service signs shall not be erected at an interchange where an interstate exit ramp is provided but no interchange entrance ramp exists at that interchange, unless signing at such a location provides the best motorist guidance, reduces the potential for driver confusion, reduces the need for trailblazer signing, and is advantageous due to the lack of available signing distance between interchanges. The Department shall make the final determination.

4. EXIT RAMPS

Motorist service information shown on Specific Service signs shall be repeated on Specific Service Ramp signs located along the exit ramps where the facility is not visible to approaching traffic from either the main traveled way or exit ramp terminal. All determinations on visibility relative to placement of Specific Service Ramp signs shall be made by the Department. When possible, a minimum spacing of 200 feet should be maintained between the signs installed along the exit ramps. Specific Service Ramp signs should be installed to avoid motorist confusion, arranging ramp sign installations so facilities to the left are on the left side of the sign panel or ramp and facilities to the right are on the right side of the sign panel or ramp.

Supplemental ramp signs are required for all facilities that are not visible from the exit ramp and for all multi-lane exit ramps even if the facility is visible from the off ramp. Whenever possible, Specific Service Ramp sign installations on multiple lane off-ramps should be installed on both sides of the off ramp to prevent ramps signs from being obstructed by larger vehicles in the adjacent lanes. Placement location to the left will depend on the availability of location on the left side of the ramp, however all sign placement used on multi-lane exit ramps must be in advance of the multi-lane split to give advance warning to the motorist about proper lane selection (see Section X. Sample Specific Service Sign Placement).

5. DISTANCE FROM INTERCHANGE

Priority for the placement of logo panels should be given to those facilities located within 3 road miles of the interchange. The distance shall be measured from the center point of the exit ramp terminus to the nearest point of intersection of the facility's access to a public highway. If an insufficient number of qualified motorist service facilities exist within the three mile limit, successive three (3) mile increments will be considered. A motorist service business or facility does not qualify for signing if the distance, as measured by the Department along an approved route, exceeds fifteen (15) road miles from the interchange where signing has been requested.

All facilities located greater than three (3) road miles from an interchange shall be **conditionally qualified**. If the Specific Service sign is fully used (i.e., a maximum of six (6) logo signs), additional approved applications shall be placed on a qualified waiting list (see section III.2.d. Qualified Waiting List).

A signed facility that is conditionally qualified based on distance from the interchange shall be reevaluated at the time of logo panel renewal. Priority of sign placement based on distance criteria shall be given to those facilities located nearest an interchange. The Department shall make the final determination for signing priority based on all qualifying criteria.

6. TRAILBLAZER PLACEMENT

All trailblazer signs shall be placed at locations approved by the Department to ensure that adequate direction is given to and from the facility being signed. The applicant shall provide written authorization from the local jurisdiction having responsibility for the road to install and maintain these signs. All trailblazer signs shall be in place prior to the installation of the Specific Service signs on the mainline and ramps. (See section IV.4. Trailblazer Signs.)

VI. SIGN DESIGN

1. COLOR, LEGEND, REFLECTORIZATION AND SUBSTRATE

Color – Background and legend color shall meet the interstate color standards of the MUTCD, latest edition as adopted by the State, for Specific Service Signs.

Legend -- All legend used on Specific Service Signs shall consist of standard highway alphabet letters unless the legend is an integral part of a nationally or regionally recognized individual Business Logo design. All legend not incorporated into the individual business logo design shall be a minimum of 10” in size for mainline logo signs and 4” minimum for ramp and trailblazer logo signs.

Retroreflectorization:

Mainline and Ramp Specific Service sign assemblies shall have Type IX (Diamond grade) white retroreflectorized symbols, arrows and borders on a Type IV (High Intensity Prismatic) blue retroreflectorized background conforming to ASTM D 4956 applied to the extruded aluminum panels, upon which individual logo panel signs can be mounted.

Individual Logo Panel, Ramp Logo Panel and Trailblazer -- Approved individual business logo panels, ramp panels and trailblazers signs shall be fully retroreflective, with background sheeting applied to the aluminum sign substrate which conforms to the minimum requirements of ASTM D4956, Type II (Super Engineer Grade) or ASTM D4956, Type IV (High Intensity Prismatic). Logo designs printed on the retroreflective background shall be required to use transparent inks or retroreflective vinyl films with the exception of opaque black.

Due to poor nighttime performance Type I (Engineer Grade) Sheeting will no longer be allowed and all new Logo signs must be fully retroreflective with the exception of opaque black.

Sign Substrate:

Extruded aluminum shall conform to ASTM B 221 M (B 221), Alloy 6063-T6 for reflective sheeting backgrounds. Extrusions shall be flat and true within a tolerance of 1/4 in. per 8 ft. (2.5 mm per m) of panel length. Deviation from flat surface across the width of the panel before coating shall not exceed 0.005 in./in. (0.005 mm/mm) of width. Extruded sections shall be continuous for the length of the signs.

Aluminum sheeting shall conform to ASTM B 209, Alloy 6061-T6 or 5052-H38, with an alodine 1200 finish or other metal preparation approved by the manufacturer of the retroreflective sheeting to be used.

Mainline Logo Panels -- All Mainline Specific Service Sign assemblies shall be constructed of 12" x .125-inch Extruded Aluminum Panels and when assembled may vary in size to accommodate 2, 4 or 6 Individual Logo Signs.

Ramp Logo Panels -- All Mainline Specific Service Sign assemblies may be constructed of 12" x .125-inch Extruded Aluminum Panels or installed as an assembly which is composed of individual logo ramps signs using back braces. Sizes may vary when assembled to accommodate 2, 4 or 6 Individual Logo Ramp Signs.

Individual Logo Signs – All Mainline individual logo panel signs shall be 60" x 36". All Individual Business Logo Panels signs may be fabricated from either 0.063-inch or 0.080- inch finished flat aluminum sheeting with a 3-inch radius.

Ramp Logo Signs – Ramp logo panel signs shall be 30" x 18". All Ramp logo panels shall be fabricated from 0.080- inch finished flat aluminum sheeting with a 1-½ inch radius to allow stand-alone installations. Distances, arrows and any required directional information will be placed by the installing agency.

Trailblazer – Trailblazer signs, shall be exact duplicates of the 30" x 18" Ramp Logo Sign. No distances or arrows are allowed.

NOTE: Individual Logo, Ramp or Trailblazer panels shall not be pre-drilled or punched for mounting holes.

2. INDIVIDUAL LOGO PANELS

Applicants are required to furnish approved individual logo panels for mounting on the Mainline and Ramp Specific Service sign assemblies and for use as trailblazer signs, when applicable.

Logo panels shall show the name, brand, logo or trademark, or a combination thereof, for the gas, food, lodging, camping attraction or 24-hour pharmacy facility. Nationally, regionally or locally known commercial symbols, logos or trademarks shall be used when applicable. The brand or trademark identification symbol used shall be reproduced with the colors and general shape consistent with customary use.

Where a symbol, logo or trademark is used on the logo panel, it shall occupy a minimum of fifty percent (50%) of the available sign space. Any legend within the symbol or trademark shall be in proportion to the size consistent with customary use.

Where a symbol, logo or trademark is used on the logo panel that could be construed to represent more than one service type, the logo panel will be required to include legend that is specific to the service type being signed. For example, if a lodging facility is signing for a restaurant on a Food Service Sign, the food business logo must not be identical to the lodging business logo used on a Lodging Service Sign. The inclusion of a word such as “RESTAURANT” on the logo panel will be required to clarify the service offered.

Logo panels shall have a border in the size specified in the chart below unless nationally, regionally, or locally known commercial symbols, logos or trademarks are used exclusively; then the border may be omitted. An example of legend included within a individual business logo that MAY be considered an integral part of the business logo or trademark is shown below (see example).

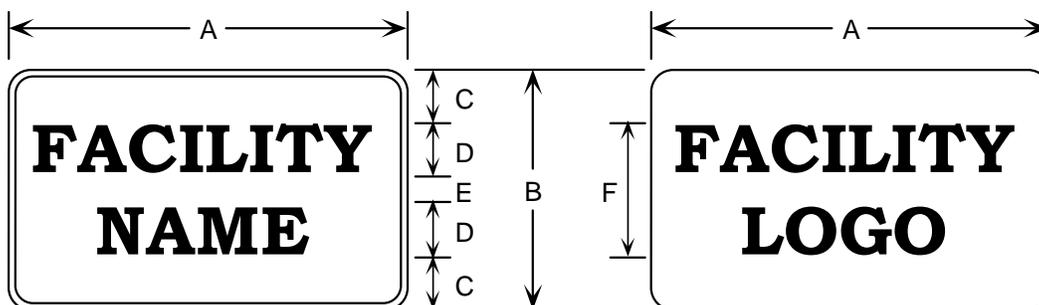


Legend that is not an integral part of the symbol or trademark shall not be superimposed over the symbol or trademark and shall meet minimum standards for legend size as specified in the chart below.

Any facility incorporating “24 HOURS” into a logo panel design must meet all the qualifying criteria for the motorist service being signed throughout that 24-hour period.

Any messages, trademarks or symbols that imitate, resemble, or interfere with any official warning or regulatory traffic sign, signal, or device shall not be permitted. All logo panels having non-compliant legends, designs, or fabrication materials shall be considered in violation. Non-compliant logo panels will not be installed and will be held for a maximum of **thirty (30) days** for pick up by the applicant or for pickup by the applicant’s carrier.

Logo Sign Panel Size Requirements



LOGO SIGNS FOR	A	B	C	D	E	F	BORDER
Specific Service Sign	60"	36"	4"	(Variable) 10" minimum	5"	50% of face	3/4"
Specific Service Ramp Sign	30"	18"	4"	(Variable) 4" minimum	2"	50% of face	1/2"
Trailblazer Sign	30"	18"	4"	(Variable) 4" minimum	2"	50% of face	1/2"

NOTE: Logo Sign Panel size is the same for Gas, Food, Lodging Camping, Attraction and 24-Hour Pharmacy.

3. SPECIFIC SERVICE SIGNS

The number of Specific Service signs along an approach to an interchange, regardless of the number of service types displayed, shall be limited to a maximum of four. In the direction of traffic, successive Specific Service signs shall be for 24-hour pharmacy or attraction or camping, lodging, food, and gas services, in that order.

A Specific Service sign shall display the word message GAS, FOOD, LODGING, CAMPING, ATTRACTION, or 24-HOUR PHARMACY, an appropriate directional legend such as the word message EXIT XX, NEXT RIGHT, SECOND RIGHT, or directional arrows, and the related logo sign panels. No more than three types of services shall be represented on any sign or sign assembly. If three types of services are shown on one sign, then the logo panels shall be limited to two for each service (for a total of six logo panels). The legend and logo panels applicable to a service type shall be displayed such that the road user will not associate them with another service type on the same sign. No service type shall appear on more than one sign.

Each Specific Service sign will indicate the interchange exit number(s), the type(s) of service, and will provide space for motorist business logo panels. Logo panels shall be arranged on a Specific Service sign in either one, two or three horizontal rows with a maximum of six (6) logo panels on any one Specific Service sign. The Districts are advised to install six-panel Specific Service signs whenever possible.

Logo panels shall initially be placed on a Specific Service sign as determined by the date of application approval, from left to right, beginning with the top row. Subsequent logo panel placement will be as space on the Specific Service sign panel becomes available.

The service legend “GAS”, “FOOD”, “LODGING”, “CAMPING”, “ATTRACTION” or “24-HOUR PHARMACY” and exit information on the Specific Service sign shall not be less than 10-inch capital letters. All Specific Service signs shall have a border of appropriate width for the sign size. Physical or environmental restrictions, as determined by the Department, may restrict the Specific Service sign size.

Specific Service Sign Size

Specific Service Sign Type	No. of Logo Panels per Sign	Specific Service Sign Size (width x height)
SINGLE EXIT INTERCHANGE		
GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY	6	13' x 13'
GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY	4	13' x 10'
GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY	2	13' x 6'
DOUBLE EXIT INTERCHANGE		
GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY	3 each exit	18' x 12'

4. COMBINATION SERVICE SIGNS

A Specific Service sign may include a **combination** of two service types under the following conditions:

Where there is insufficient space between two (2) interchange ramps for separate Specific Service signs, or

Where there is an insufficient number of facilities to warrant the use of separate Specific Service signs for gas, food, lodging, camping, attractions or 24-hour pharmacies.

On a combination Specific Service sign, a maximum of three (3) motorist service logo panels may appear below each respective service or ramp exit designation. Combination of services should be placed in order of priority as follows: GAS, FOOD, LODGING, CAMPING, ATTRACTIONS, and 24-HOUR PHARMACY. An ATTRACTION or 24-HOUR PHARMACY Specific Service sign shall ONLY be placed as stand alone in the CAMPING location or in combination with CAMPING when GAS, FOOD and LODGING services are signed at the same interchange.

When the number of logo panels on a combination Specific Service sign increases to more than three (3) for one or more service types and when space for separate Specific Service signs can be accommodated, not to exceed the maximum four (4) allowable Specific Service signs per interchange, the existing combination Specific Service sign must be removed and replaced with Specific Service signs dedicated to each service type. When space for separate Specific Service signs cannot be accommodated, signing for three (3) businesses per service type shall be the maximum allowed, with the exception of 24-Hour Pharmacy which shall be limited to a maximum of two (2).

Specific Service Sign Size – Combination Panel

Specific Service Sign Type	No. of Logo Panels per Sign	Specific Service Sign Size (width x height)
SINGLE EXIT INTERCHANGE		
2-Service Combinations: GAS, FOOD, LODGING, CAMPING, or ATTRACTION	3 each	13' x 14'
2-Service Combinations: GAS, FOOD, LODGING, CAMPING, ATTRACTION, or 24-HOUR PHARMACY	2 each	13' x 11'
2-Service Combinations: GAS, FOOD, LODGING, CAMPING, ATTRACTION, or 24-HOUR PHARMACY	1 each	13' x 7'
DOUBLE EXIT INTERCHANGE		
2-Service Combinations: GAS, FOOD, LODGING, CAMPING, ATTRACTION, or 24-HOUR PHARMACY	4 Total 2 per Exit	18' x 13'

5. SPECIFIC SERVICE RAMP SIGNS

Specific Service Ramp signs shall only be allowed at exit ramps where a facility is currently signed on a Specific Service sign. A Specific Service Ramp sign for a qualified motorist service facility shall be required at an exit ramp when a facility is not visible to approaching traffic from either the main traveled way or the exit ramp terminal. Specific Service Ramp signs shall also be placed on all multiple lane interchange ramps—even if the facility is visible from the ramp terminus.

If a qualified motorist service facility is visible to approaching traffic from the main traveled way or a single lane exit ramp terminus, that facility shall not be entitled to apply for Specific Service Ramp signing unless the Department determines that such signs are necessary to: a) avoid a hazard, and/or b) prevent misdirection of the traveling public because of the complexities of the particular interchange.

Each Specific Service Ramp sign shall bear the appropriate legend “GAS”, “FOOD”, “LODGING”, “CAMPING”, “ATTRACTION”, or 24-HOUR PHARMACY, plus the business logo panel(s), the appropriate directional arrow, and mileage to the nearest 1/4 mile. All Specific Service Ramp signs, directional arrows and any accompanying legend and mileage (excluding logo panels) shall be manufactured and furnished by the Department.

A combination of up to two (2) service types may be included on a Specific Service Ramp sign assembly. A maximum of six (6) directional business logo panels will be permitted per single service assembly, and a maximum of three (3) directional business logo panels will be permitted per combination assembly. The arrangement of the directional business logo panels on the Specific Service Ramp sign assembly shall be as determined by the Department using standard directional signing practices.

Specific Service Ramp Sign Size Requirements

RAMP SIGNS WITH LOGO OR BUSINESS NAME	A	B	C	D	E	F
Gas, Food, Lodging, Camping, Attraction or 24-Hour Pharmacy	30"	18"	4"	(Variable) 4" minimum	2"	50% of sign face

6

6. TRAILBLAZER DESIGN

Trailblazer signs shall consist of a logo panel and a directional arrow. Mileage to the nearest ¼ mile may also be included in the directional information on the sign. Trailblazer logo panels shall be the same “logo” design as those affixed to the Specific

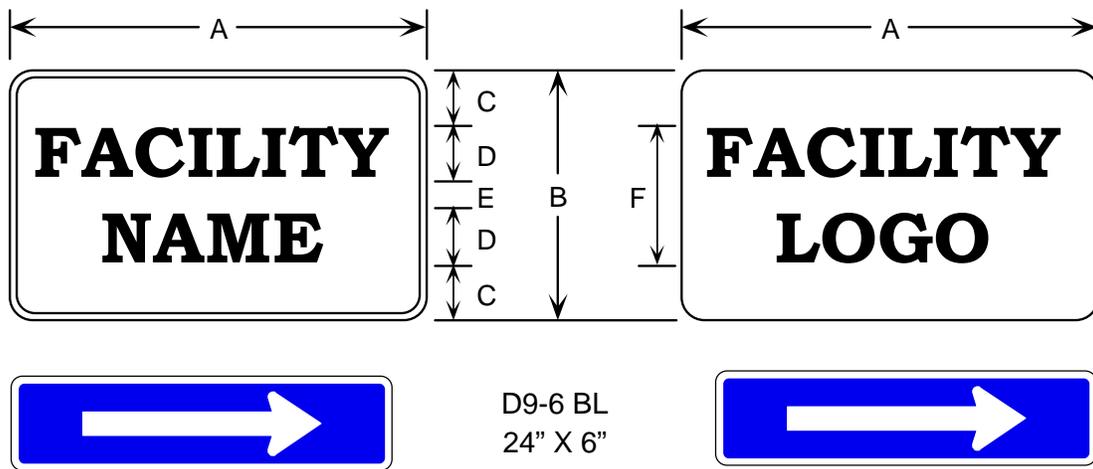
Service signs or the business/facility name. The Trailblazer size shall be the same as the supplemental ramp panel signs.

Any messages, symbols, logos, or trademarks that imitate, resemble, or interfere with any official warning or regulatory traffic sign, signal, or device shall not be permitted.

Sign panels, directional arrows and mileage for trailblazer signs to be installed on the State highway system shall be provided by the Department. Logo panels shall be provided by the applicant.

The size (width x height) of trailblazer signs shall be as follows for the appropriate installations:

Trailblazer Sign Size Requirements



TRAILBAZERS WITH LOGO OR BUSINESS NAME	A	B	C	D	E	F
Gas, Food, Lodging, Camping, Attraction or 24-Hour Pharmacy	30"	18"	4"	(Variable) 4" minimum	2"	50% of sign face
TRAILBAZERS WITH LEGEND	A	B	C			
Gas, Food, Lodging, Camping, Attraction or 24-Hour Pharmacy	24"	24"	4"			

7. RV FRIENDLY SYMBOL

The following design requirements shall apply:

The design of the RV Friendly symbol is a 12-inch diameter, yellow circle with a ½-inch black border.

The black upper case letters "RV" are inside the circle and they are 8 inches in height.

When used, the RV Friendly symbol is located in the lower right-hand corner of the business or specific service logo in a manner in which it touches both the specific service logo and the blue sign panel. See example below.

Care should be taken to ensure that enough space exists so that the RV Friendly symbol does not overlap with the logos of other non-participating businesses included on the specific service sign.



SUPPORTS

All decisions relative to sign support design shall be made by the Department. The supports for all signs installed under the provisions of this document shall be designed to support the planned sign panels considering appropriate external forces and breakaway sign support requirements.

VII. INSTALLATION AND MAINTENANCE

1. APPLICATIONS

Specific Service signs and appropriate Specific Service Ramp signs shall only be installed at those interchanges where a request for signing has been made, appropriate applications have been approved, and all applicable fees have been paid.

The Department shall supply the applicant with specification criteria for the fabrication of logo panels to be installed on Specific Service signs, Specific Service Ramp signs, and trailblazer signs for those qualified motorist service facilities that have been approved for sign installation on the State highway system.

Reasonable provisions will be made to accommodate future logo panels, subject to maximum limitations. The Department may elect to furnish, erect, and maintain the Specific Service signs, Specific Service Ramp signs and trailblazer signs at specified locations, or it may agree or contract with any city, county, or other governmental agency of this State, or with an independent contractor, to erect and maintain such panels.

2. SIGN INSTALLATION

All logo panels for Specific Service signs, Specific Service Ramp signs and trailblazer signs shall be furnished by the applicant to the appropriate District Traffic office for installation on the State highway system.

All required trailblazer signs to be placed **OFF** the State highway system shall be furnished by the applicant to the jurisdiction having responsibility for that roadway or to whomever has been granted authorization in writing to install and maintain these signs on the appropriate highway. Final approval of trailblazer sign locations shall be made by the Department to ensure that adequate direction is provided to the motorists.

Trailblazer signs shall be installed **before** qualified motorist service business logo panels are placed on any interstate Specific Service sign or Specific Service Ramp sign. The permittee shall notify the Department after trailblazer signs have been installed.

Installation of logo panel, RV Friendly Symbols and trailblazer signs by the Department will normally be accomplished within **thirty (30) days** of receipt of the signs time may be required at locations where a Specific Service sign has not been installed. When a qualified motorist service facility fails to furnish to the Department its logo panel(s) within **ninety (90) days** of the final approval date shown on the application, the applicant will be notified in writing by the appropriate District office that the application is void without refund and the space is being made available to other applicants. If a written request is received from the applicant prior to the **ninety (90) day** limit, an extension of time may be granted by the District; however, the rental fee shall commence on the 90th day. See section III.8. Removals and III.9 Temporary Closures.

3. MAINTENANCE AND REPLACEMENT OF SIGNAGE

Specific Service signs, Specific Service Ramp signs, and trailblazer signs on the State highway system shall be maintained by the Department, or the Department may make provisions for contract maintenance at no additional cost to the applicant.

Reasonable effort will be made by the Department to maintain individual logo panels free of dirt, snow and ice; however, the maintenance priority of such signs shall fall after the maintenance of all other highway signs. The Department shall not be responsible for any missing, vandalized, or damaged logo panels. If logo panels are vandalized, stolen, weathered, or otherwise damaged beyond reasonable appearance, the District office will notify the applicant in writing.

All trailblazers and RV Friendly facility signage off the state highway system shall be the responsibility of the applicant or the appropriate highway jurisdiction. Signage must be maintained to Department standards to adequately direct motorists to the facility being signed and the on-site RV services.

Upon receipt of written notification to replace existing logo panels, regardless of the reason, the applicant shall furnish new logo panels to the Department within **sixty (60) days**. Failure to comply shall void the sign application without refund, and the space shall be made available to other applicants (see section III.8). An extension of time may be granted by the District if a written request is received from the applicant prior to the **sixty (60) day** limit; however, the rental fee shall commence on the 60th day.

Fees to install replacement logo panels shall be in accordance with section III.3. Fees

4. REMOVAL AND REINSTALLATION OF SEASONAL LOGO PANELS

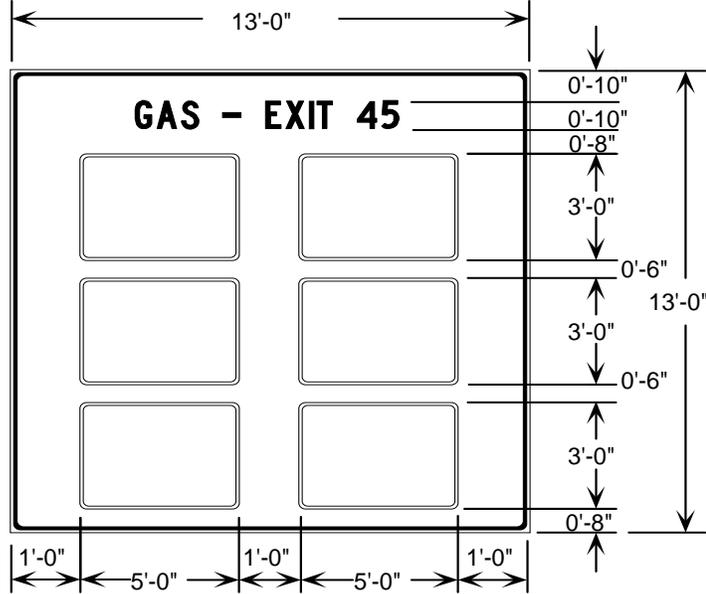
Businesses operating on a seasonal basis shall be responsible for a minimum **two-week** notification to the Department when the facility has seasonal closures or openings. Logo panels on Specific Service signs, Specific Service Ramp signs, and trailblazer signs may be completely removed, covered, or affixed with an approved “CLOSED” plaque by Department personnel during seasonal closures.

If logo panels are removed, the applicant shall be responsible for storage of the signs during the off season. Logo panels may be picked up from the Department at the District Office by notifying the District Logo Coordinator. Logo panels that are not picked up by the applicant will be retained for **thirty (30) days** after which the panels will be destroyed.

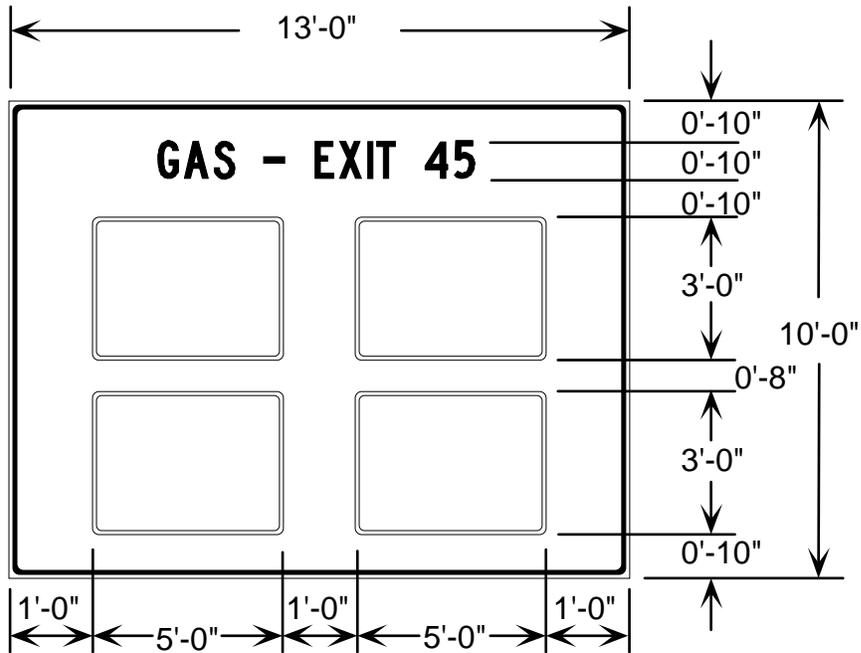
The applicant shall deliver logo panels to the District Logo Coordinator for re-installation **two (2) weeks** prior to the opening date of the facility. The Department will install the panels by the opening date, if conditions permit.

VIII. SIGN DIMENSIONS – SPECIFIC SERVICE SIGNS

**GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY
(6 facility logo panels)**

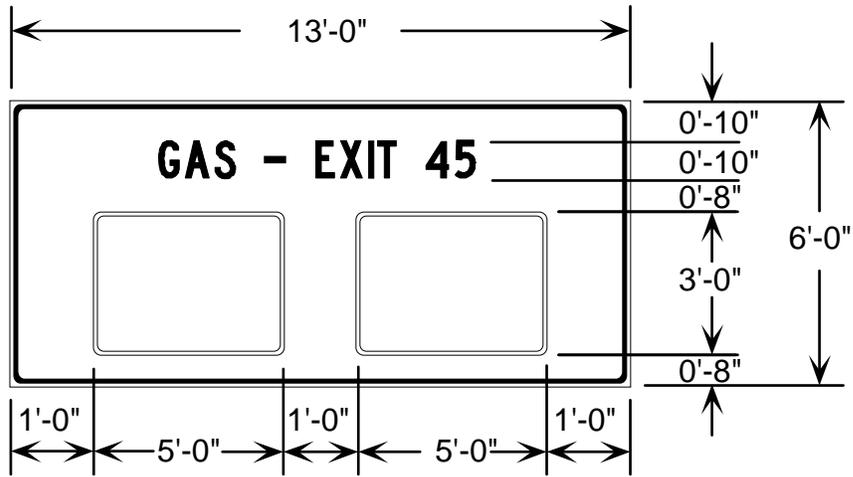


**GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY
(4 facility logo panels)**

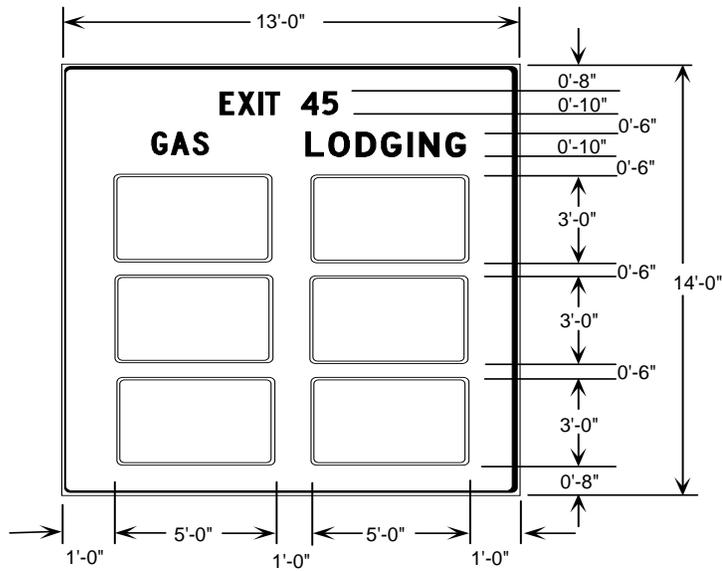


SIGN DIMENSIONS – SPECIFIC SERVICE SIGNS

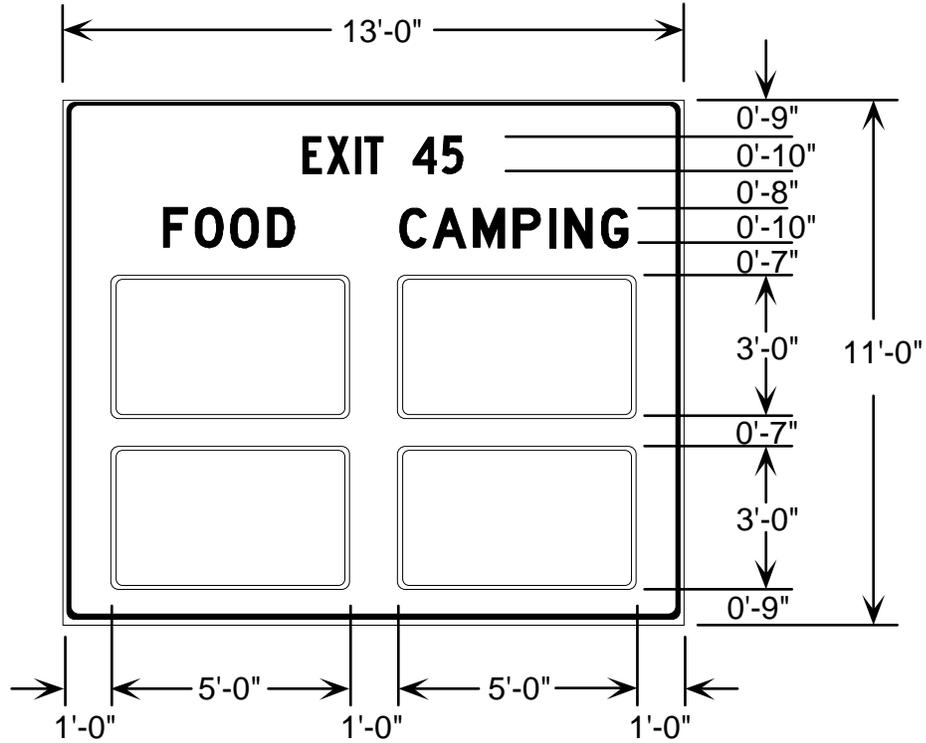
GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY
 (2 facility logo panels)



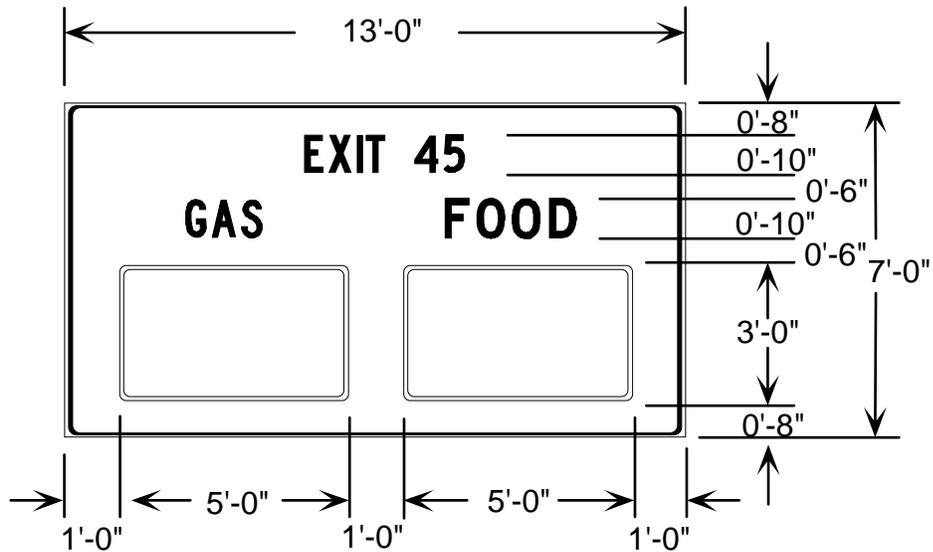
COMBINATION SIGN
 (6 facility logo panels)



**COMBINATION SIGN
(4 facility logo panels)**

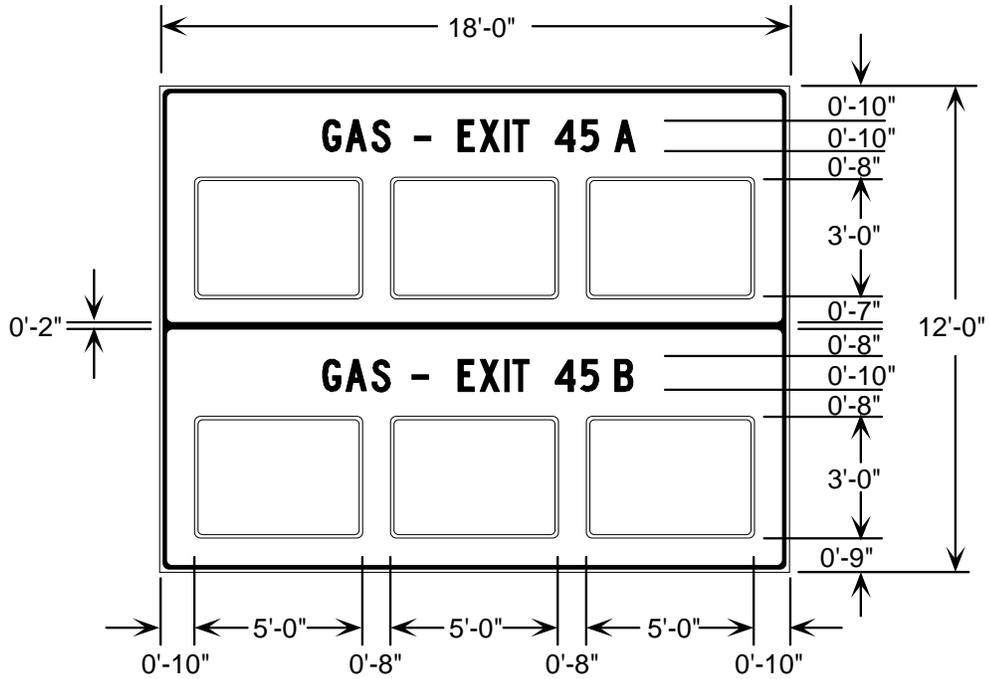


**COMBINATION SIGN
(2 facility logo panels)**

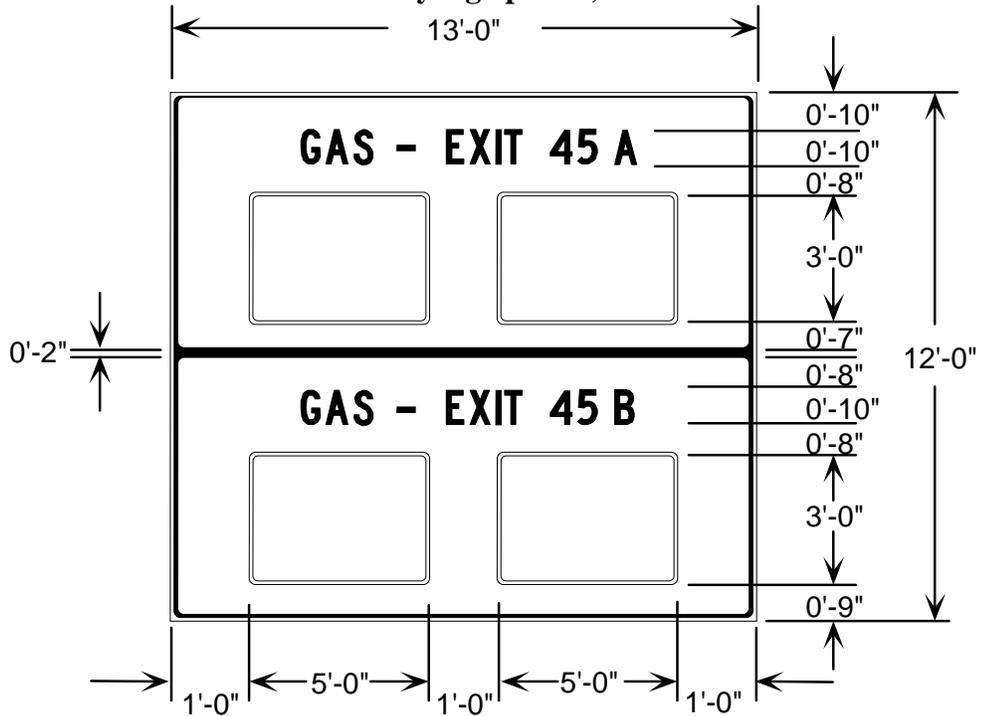


SIGN DIMENSIONS – SPECIFIC SERVICE SIGNS

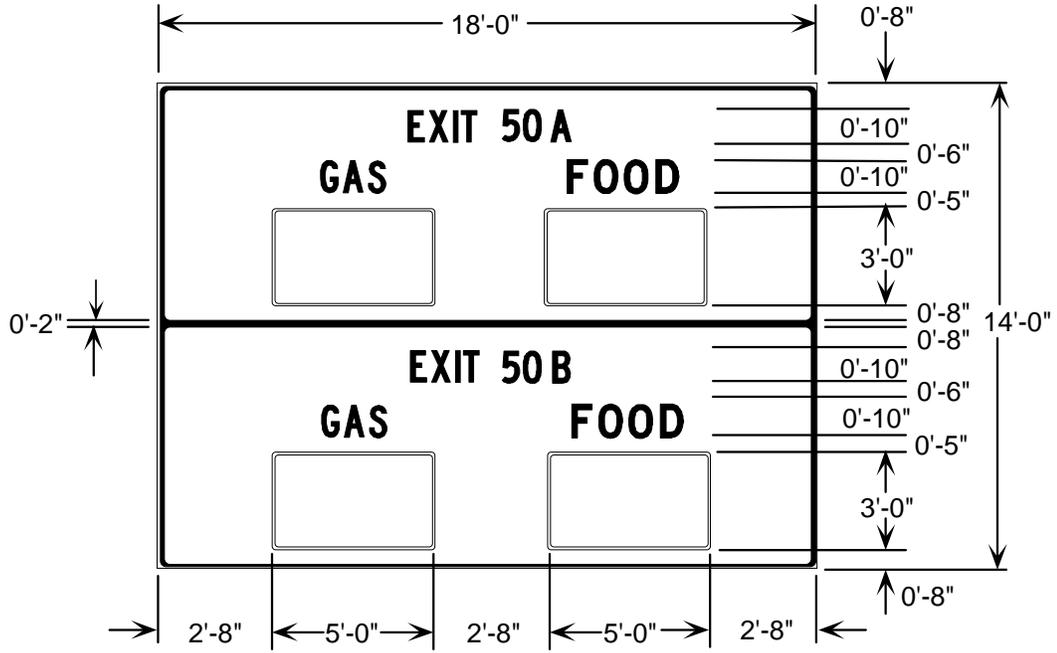
DOUBLE EXIT GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY
(6 or 4 facility logo panels)



DOUBLE EXIT GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY SIGN
facility logo panels)

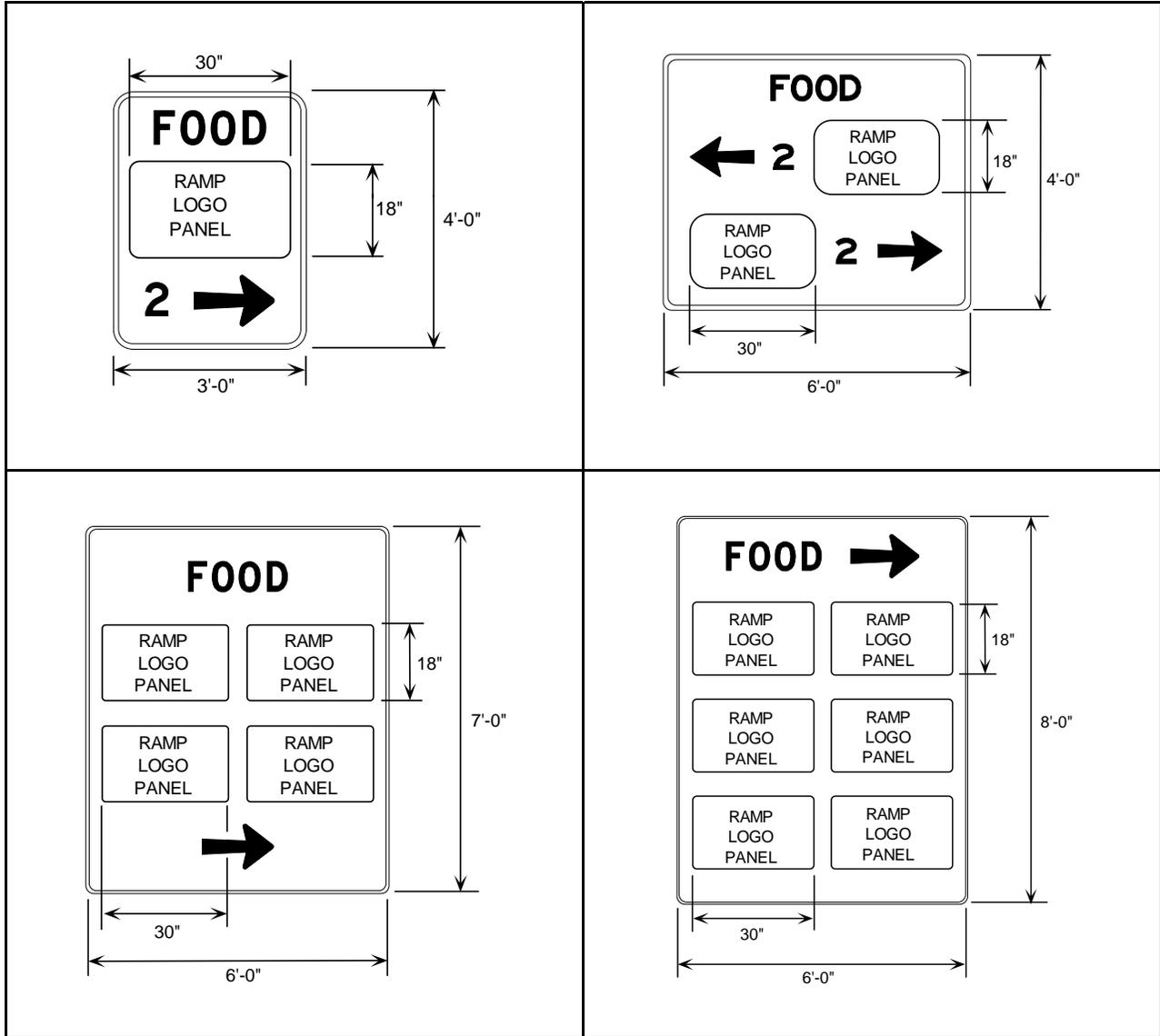


DOUBLE EXIT COMBINATION SIGN
(6 or 4 facility logo panels)



IX. SIGN DIMENSIONS – SPECIFIC SERVICE RAMP SIGNS

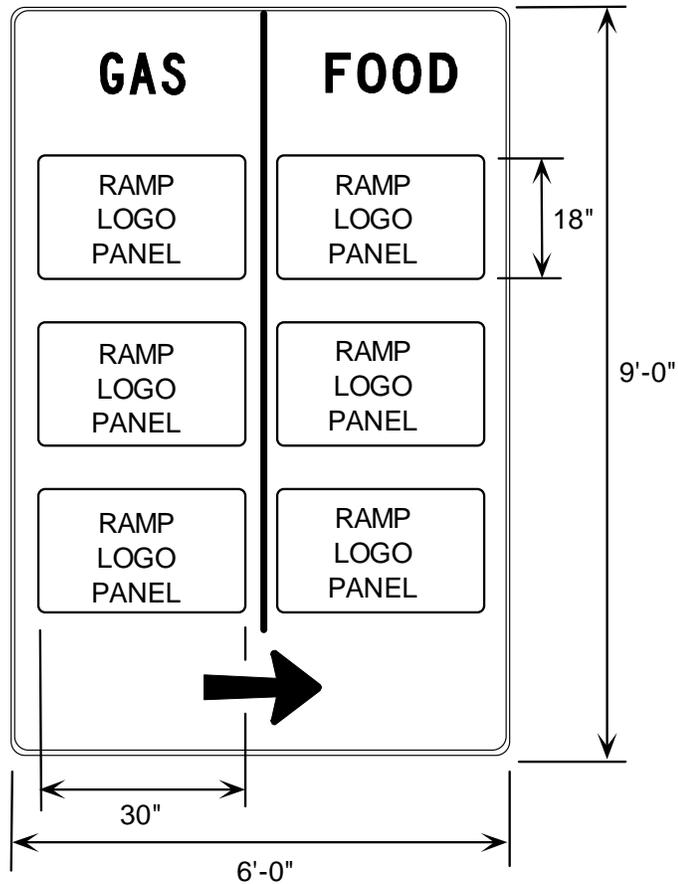
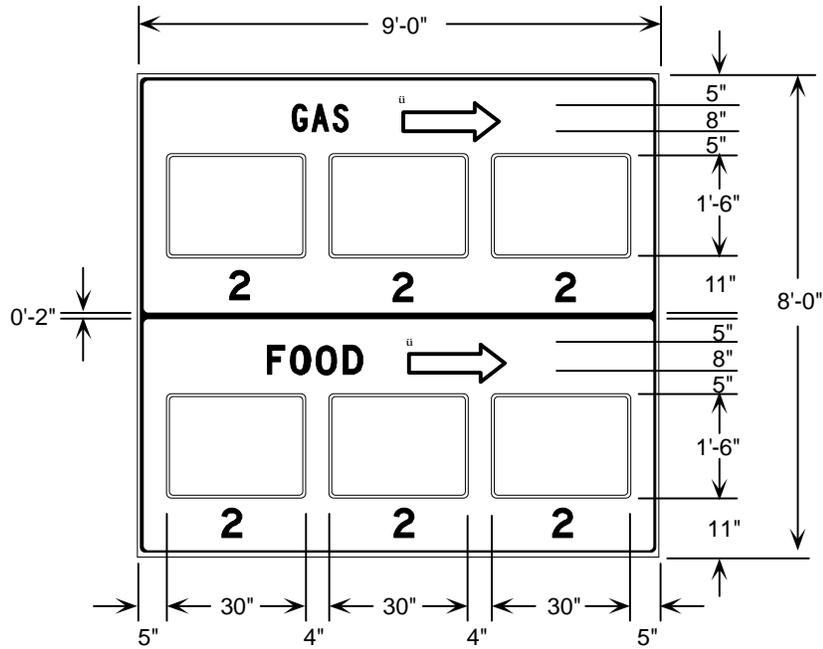
GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY



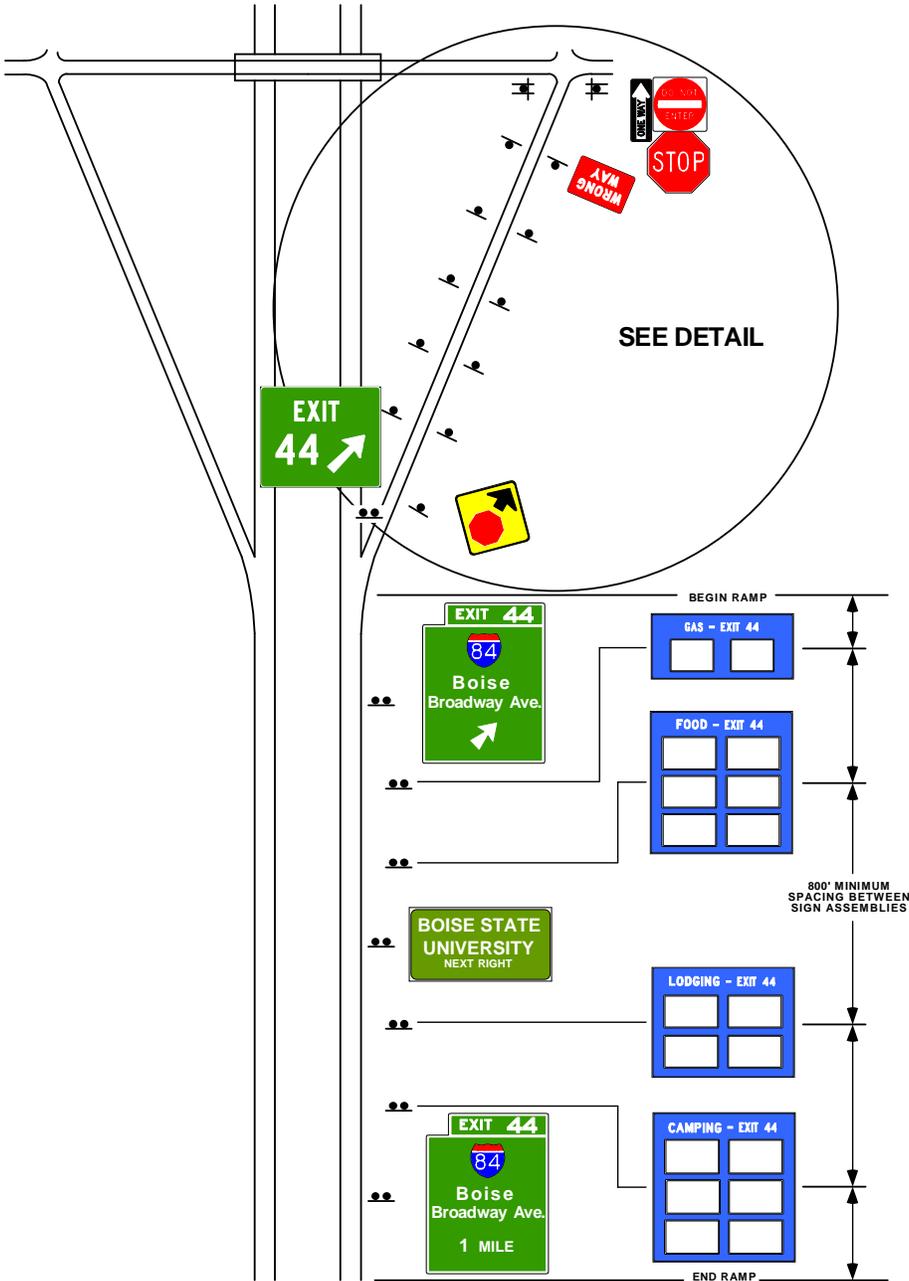
NOTE: Specific Service Ramp sign sizes are the same for Gas, Food, Lodging, Camping Attraction and 24-Hour Pharmacy services.

SIGN DIMENSIONS – SPECIFIC SERVICE RAMP SIGNS

COMBINATION SUPPLEMENTAL RAMP PANEL
GAS, FOOD, LODGING, CAMPING, ATTRACTION, 24-HOUR PHARMACY
(6 or 4 facility logo panels)



X. SAMPLE SPECIFIC SERVICE SIGN PLACEMENT



XI. SAMPLE SUPPLEMENTAL RAMP PANEL SIGN PLACEMENT

