Purpose

Define the process of placing of Specific Services (Logo) signs on freeways.

Policy

Specific Service (Logo) signs provide travelers with business identification and directional information for essential motorist services. Logo signs are for use only on freeways. Logo signing, when allowed, shall be designed and installed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD) and shall be considered secondary to other signing. UDOT Standards and Specifications exceeding or supplementing the MUTCD shall take precedence.

The Logo Program is operated by a Program Manager under contract with the Department. If the Department determines that additional non-Logo signing is needed, existing or planned Logo signing shall be removed or relocated at Program Manager’s expense as directed by the Department. Sign relocation within a construction project will be included within the scope of that project.

Application of logo signs, when allowed, shall conform to the following:

1. Logo signs shall only be placed on the route that has the exit to the service facilities. The signs shall be located between the previous interchange and 800 feet or more in advance of the 1 mile advance guide sign of the interchange from which the services are available. When there is insufficient space for the maximum allowable number of logo signs between the previous interchange and the 1 mile advance guide sign, logo signs may be installed between the 1 mile advance guide sign and the exit to the interchange when allowed by the Department. When space is insufficient to place the maximum number of allowable logo signs in advance of any interchange, the number of allowable logo signs will be reduced to that which can be placed. If no space is available, logo signing will not be allowed for that interchange in the particular direction of travel.

2. The number of logo signs along an approach to an interchange shall be limited to a maximum of four, regardless of the number of service types displayed. Eligible Logo categories shall be limited to 24-hour pharmacy, attraction, camping, lodging, food, and gas services, and placed in that order in the direction of traffic. No service type shall appear on more than two signs.
3. The total number of logos on any one logo sign panel shall not exceed six (6). Where more than six businesses of a specific service type are eligible for logo sign panels at the same interchange, additional logo sign panels of that same specific service type may also be displayed. The additional logo sign panels may be displayed either by placing more than one specific service type on the same sign or by using a second Specific Service sign of that specific service type if the additional sign can be added without exceeding the limit of four Specific Service signs at an interchange.

Where logo sign panels for more than six businesses of a specific service type are displayed at the same interchange or intersection approach, the following provisions shall apply:

A. No more than 12 logo sign panels of a specific service type shall be displayed on no more than two Specific Service signs or sign assemblies;
B. No more than six logo sign panels shall be displayed on a single Specific Service sign; and,
C. No more than four Specific Service signs shall be displayed on the approach.

4. Logo signs should not be installed between interchanges less than two miles apart. No logo sign shall be installed closer than 800 feet to any existing freeway guide, supplemental, or general service sign or other logo sign. Additional areas of exclusion may be identified by UDOT on a case-by-case basis. Logo signs may be installed in only one direction if space for signs in the other direction is not available.

5. Ramp terminal logo signs shall be spaced at a minimum of 100 feet from the gore exit sign, from each other, and from the ramp terminal. Additional areas of exclusion may be identified by UDOT on a case-by-case basis.

6. Logos for businesses operating on a seasonal basis shall be removed or completely covered during the off-season.

7. A service facility will be eligible for installation of a logo sign if it meets the conditions specified in this policy and in UDOT's logo sign contract. Service facilities shall be eligible for space on a logo sign starting with those facilities nearest the exit-ramp until the maximum number of permissible logo signs is reached. Once a service facility has obtained space on a logo sign, it shall have the right of first refusal for that space in the future, unless that facility does not meet all of criteria for the logo category as described in paragraph 10 below.
8. More than one logo may be allowed for an eligible service facility if it qualifies as a vendor of more than one service. If such facility qualifies for two or more service categories but the secondary service has the same business name, a logo of that facility can only be displayed on a second category logo sign, when the same logo is also displayed on the primary service logo sign. A logo sign panel shall not display the symbol/trademark or name of more than one business.

9. Each eligible service facility participating in the logo program shall pay a uniform fee set by the logo sign Program Manager and approved by UDOT to be paid to UDOT or to its assigned Program Manager. The fee shall be sufficient to cover the costs of designing, erecting, administering, and maintaining the signs, and UDOT’s administrative fees. All rate increases will be approved by UDOT.

10. Eligible service facilities should be located on the crossroad or be readily accessible from the crossroad. Business must be within 3 miles of the exit in any direction to be considered fully qualified. If within the 3 mile limit, facilities for the service being considered other than pharmacies are not available or choose not to participate in the program, the limit of eligibility may be extended in 3 mile increments until one or more facilities for the services being considered chooses to participate, or until 15 miles is reached, whichever comes first. Distance to facilities for the service shall not extend beyond 3 miles in urban areas without UDOT approval. Eligible service facilities shall conform to the following minimum criteria to be considered fully qualified:

a. Gas
   1) Fuel, oil, and water.
   2) Modern sanitary facilities and drinking water.
   3) Public telephone.
   4) Continuous operation for at least sixteen hours per day, seven days per week.

b. Food
   1) Licensed by the appropriate public agency.
   2) Public telephone.
   3) Continuous operation for at least 14 hours per day serving three meals per day (Breakfast, lunch, and dinner), seven days per week.
   4) Indoor seating with tables for a minimum of 16 people.
   5) Modern sanitary facilities.
   6) Must have a sign that is readily visible from the street.
   7) The primary business of which logo is displayed is serving prepared food.
c. **Lodging**
   1) Licensed by the appropriate public agency.
   2) Public telephone.
   3) A minimum of four rooms of hotel or motel space with modern sanitary facilities.

d. **Camping**
   1) Licensed by the appropriate public agency.
   2) Minimum of 20 camping spaces.
   3) Modern sanitary facilities and drinking water.
   4) Adequate parking - at least one space per campsite.
   5) Remove or completely cover signs if operated seasonally.
   6) Continuous operation 24 hours per day, seven days per week.

e. **Attraction**
   1) The facility must have the primary purpose of providing recreational, historical, or cultural activities to the public and is of regional significance.
   2) Licensed by the appropriate public agency if applicable.
   3) Continuous operation at least 8 hours per day, 7 days per week.
   4) Public telephone.
   5) Modern sanitary facilities and drinking water.
   6) Adequate parking - at least twenty spaces to accommodate facility’s traffic.
   7) Remove or completely cover signs if operated seasonally.
   8) Not displayed on any other freeway guide signs.

f. **Twenty-four Hour Pharmacy**
   1) The pharmacy shall be continuously operated 24 hours per day, 7 days per week, and shall have a State-licensed pharmacist present and on duty at all times; and
   2) The 24-hour pharmacy shall be located within 3 miles of an interchange.

11. If available logo spaces for any of the above service categories, other than pharmacy, are not utilized by fully qualified companies, the Department may at its discretion permit other facilities for the service category meeting a majority of the criteria to use unused spaces. These facilities will be considered marginally qualified. Such facilities’ right to use logo spaces shall be reevaluated on an annual basis. Should additional fully qualified facilities request participation; the "fully qualified" facilities will be given priority when considering renewal of contracts.
Marginally qualified companies shall conform to the following minimum criteria:

a. Gas
   1) Fuel, Oil, and water.
   2) Modern sanitary facilities and drinking water.
   3) Public telephone.
   4) Continuous operation 12 hours per day for six days per week.

b. Food
   1) Licensed by the appropriate public agency.
   2) Public telephone.
   3) Operation of 10 hours a day and serving at least two meals per day six days per week.
   4) Indoor seating with tables for a minimum of 10 people, except that in the case of a take out food service, where their only operation is prepared food service.
   5) Must have a sign readily visible from the street.
   6) The logo sign of the grocery store, Department store, or other non-tourists service related business shall only be displayed when the deli/restaurant has no other name.

c. Lodging
   1) Licensed by the appropriate public agency.
   2) A telephone for use by the patrons.
   3) Bed and Breakfast type facilities with a minimum of two rooms for sleeping accommodation.
   4) Modern sanitary facilities.

d. Camping
   1) Licensed by the appropriate public agency.
   2) Minimum of 12 camping spaces.
   3) Modern sanitary facilities and drinking water.
   4) Adequate parking - at least one space per campsite.
   5) Remove or completely cover signs if operated seasonally.
   6) Continuous operation 24 hours per day, seven days per week.

e. Attraction
   1) The facility must have the primary purpose of providing recreational, historical, or cultural activities to the public and is of regional significance.
   2) Licensed by the appropriate public agency if applicable.
   3) Continuous operation at least 8 hours per day, 5 days per week.
   4) Public telephone.
   5) Modern sanitary facilities and drinking water.
   6) Adequate parking - at least 10 spaces to accommodate facility’s traffic.
7) Remove or completely cover signs if operated seasonally.
8) Not advertised or displayed on any other existing traffic control devices on the freeway.

f. Twenty-four Hour Pharmacy
   1) The pharmacy shall meet the fully qualified criteria. Any pharmacy that does not meet the fully qualified criteria will not be eligible for logo signing.

Facilities which are closed one or two days per week shall incorporate the messages of, CLOSED SUNDAYS (or other days as appropriate), in letters at least 5 inches high on the freeway and 2 ½ inches high on the ramp or conventional road on the logo sign panel. The supplemental message should be displayed in a color to contrast effectively with the background of the business sign or separated from the other legend or logo by a divider bar.

12. The RV ACCESS supplemental message may be used if the following criteria are met:
   a. Roadway access and egress shall be hard surface, and should be at least 12 feet wide with a minimum swing radius of 50 feet to enter and exit facility,
   b. Roadway access, egress and parking facilities shall be free of any electrical wires or other obstructions up to 14 feet above the surface,
   c. Campgrounds shall have at least two spaces that are 18 feet wide and 45 feet long.
   d. Short-term parking (restaurants, tourist attractions, etc.) shall have at least two spaces 12 feet wide and 65 feet long with a swing radius of 50 feet at both entrances and exits,
   e. Fuel facilities with canopies shall have 14 foot clearance, and those selling diesel shall have pumps with non-commercial nozzles.

13. Fueling facilities shall allow a pull-through with a 50-foot radius. Interstate Oasis signing shall not be used.

14. Specific Service trailblazer signs shall be installed along crossroads where the route to the business requires a direction change, where it is questionable as to which roadway to follow, or where additional guidance is needed. Where it is not feasible or practical to install Specific Service trailblazer signs to such businesses, those businesses shall not be considered eligible for signing from the ramp and main roadway. A Specific Service trailblazer sign shall not be required at the point where the business is visible from the roadway and its access is readily apparent. When used, each Specific Service trailblazer sign or sign assembly shall be limited to no more than four logo sign panels. The logo sign panels on Specific Service trailblazer signs shall be duplicates of those displayed on the Specific Service ramp signs. The location of other traffic control devices shall take precedence over the location of a Specific Service trailblazer sign.
15. The Division of Traffic and Safety will review and approve design and location prior to approval of logo signs; the Region or District Headquarters will control installation and monitor maintenance. The Program Manager shall obtain a permit from the applicable UDOT Region Office for the installation of all conventional road signing on State Routes. These signs will be excluded from permit fees. The Program Manager will coordinate and comply with any local entity requirements when placing trailblazer assemblies on non-state routes.

16. All Logo Signing impacted by a construction project will be included in the scope of the project. This may include the reconstruction, relocation, or upgrade of signs and/or supports for the Logo Signs.

17. When Logo signs are impacted due to construction projects, the signs shall be temporarily relocated as necessary so that they will be displayed for the project duration. When there is no available room for the temporary display of the logo signs, and/or the exit ramp is closed, and/or the interchange cross road is closed, thereby making the business inaccessible from one or both directions for more than one month, the project will be responsible for any fees that need to be refunded to individual business for the direction(s) of travel the signs cannot be temporarily displayed. The fee structure is part of the interstate Logo Sign Program Contract, and is attached as Appendix A of this Policy.

18. All individual Logo Panels mounted on the Logo Signs are the property of the individual businesses. If existing Logo Signs are not to be reused, the Logo Panels are to be salvaged or replaced by the project and then installed on the new project furnished Logo Signs.

19. If UDOT uses a Program Manager, and the Program Manager terminates the contract or defaults prior to the expiration of any contract term, ownership of all in place logo signing that is not already the property of UDOT shall revert to UDOT.

20. If UDOT decides to operate the logo sign program, the Program Manager shall sell the in-place logo signing that is not the property of UDOT at residual value and existing contracts to UDOT at market value.

21. If the contract is terminated and UDOT contracts with another party, the Program Manager shall sell the sign panels at residual value and existing contracts to that party at market value.

22. Construction and installation of logo signs shall conform to the current UDOT Standards and Specifications for Interstate signs.
23. Freeways, for the purpose of this Policy, will include all Interstates, and those portions of US-6, US-40, US-89, SR-7, and SR-201 built to freeway standards, unless those interchanges are specifically excluded by UDOT.

24. Wherever a special condition generates a clear need for signing not otherwise provided for in this policy, the Executive Director of the Department of Transportation may authorize such special signing when it is shown to be in the best interest of the motorist.
APPENDIX A
PARTICIPATION FEES
INTERSTATE LOGO SIGN PROGRAM

ANNUAL PARTICIPATION FEES PER DIRECTION OF TRAVEL

Mainline LOGO signs with ADT less than 30,000 $474.00 (each)
Mainline LOGO signs with ADT between 30,000 and 79,999 $672.00 (each)
Mainline LOGO signs with ADT greater than 80,000 $720.00 (each)
Mainline LOGO signs on ramps regardless of ADT $164.00 (each)
LOGO Trailblazer signs, regardless of ADT (each) $144.00 (each)
Additional LOGO Fees for Business Panel Installation Charge $ 50.00 (each)

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