



## I. PURPOSE.

To establish *Guidelines* for the approval, design, erection, maintenance, and funding of logo signing along Interstate highways and other freeways for gas, food, lodging, camping services, attractions, and 24-hour pharmacies. Since logo signing is authorized as a public service, only those services and facilities that are reasonably accessible at the interchanges will be signed.

## II. AUTHORITY.

These *Guidelines* are in accordance with the Federal and Michigan Manuals on Uniform Traffic Control Devices and Michigan Compiled Law 252.52 and 257.676a.

## III. DEFINITIONS.

**Contract Manager.** - Michigan Logos, Inc.

**Department.** - The Michigan Department of Transportation.

**Freeway.** - A divided highway with full control access.

**Interchange.** - A system of interconnecting roadways in conjunction with one or more grade separations that provides for the movement of traffic between two or more roadways or highways on different levels.

**General Motorist Service Sign.** - A sign which advises and directs the motorist to basic services normally needed to complete a long trip (gas, food, lodging and camping, tourist information centers, welcome centers, and rest areas). Generic symbols are used for gas, food, lodging, and camping for general motorist service signs.

**Logo.** - A business identification trademark or name for attachment to a specific service sign, ramp sign, or trailblazer sign.

**Ramp Sign.** - A small sign panel erected along a freeway off-ramp to direct motorists to a particular service.

**Sign Panel.** - The main part of a sign or trailblazer sign to which the individual logos are attached.

**Specific Service Sign.** - A large sign panel installed along a freeway to indicate the specific services available at the next interchange.

**Trailblazer.** - A small sign panel along a non-freeway highway to direct freeway motorists to a particular service.

#### IV. GENERAL CRITERIA.

A. **Types of Services.** Motorist Services Signing provides directional information to the highway user for those services needed in completing a trip. Those services which are deemed essential to warrant official signing are gas, food, lodging, camping, attractions, and 24-hour pharmacy. These are the only motorist services which may be identified on logo signs along Interstate highways and other freeways. To qualify, services shall be open to all persons regardless of race, color, religion, sex, age, handicap, or national origin. A casino can limit guests to a minimum age of 18 years if no alcohol is served and 21 years if alcohol is served.

1. **Gas (Diesel, Diesel/DEF, Rec Fuel, E-85, Propane, Biodiesel, EV Charging, and/or Natural Gas) and associated services.**

- a. Facility must be licensed by Department of Agriculture.
- b. Vehicle services such as fuel, oil, tire repair service, compressed air for tire inflation, and free water for battery and radiator which are offered to the public with no required membership to use such services. If tire repair service is unavailable on the premises of the business, the business shall provide information as to where a motorist may obtain such service. For businesses offering only propane or natural gas, a supplemental message will be required on the logo stating that fuel is available.
- c. Continuous operation at least 16 hours per day, seven days a week, for at least three hundred sixty (360) days per year.
- d. Restroom facilities and emergency telephone available to the public during hours of operation.
- e. To qualify for the B20 supplemental message, the facility must offer at minimum B20 fuel. For biodiesel less the B20, the supplemental message will be BIODIESEL.
- f. To qualify for the Diesel/DEF supplemental message, the facility must provide a fixed/permanent Diesel Exhaust Fluid (DEF) pump on site accessible by a semi-truck.

## 2. **Food.**

- a. Facility must be licensed by the Michigan Department of Agriculture and Rural Development.
- b. Accessible without an admission fee.
- c. Continuous operation serving at least 12 hours per day, six days a week.
- d. Minimum permanent indoor seating capacity of 24 persons.
- e. Restroom facilities and emergency telephone available to the public during hours of operation.
- f. Restaurants within complexes will not qualify unless they have an outside entrance directly accessing the restaurant's leased space which is clearly labeled, readily visible, and accessible to approaching motorists.
- g. Food courts within complexes will not be eligible for logo signs. Only food court restaurants which meet paragraph f. under "**Food**" of these *Guidelines* will be eligible.

## 3. **Lodging.**

- a. Facility must comply with all federal, state and local regulations including licenses or permits where required, pertaining to health, sanitation, accessibility and safety.
- b. Minimum of eight units, each having private bath facilities.
- c. Continuous operations 24hours per day, seven days a week.
- d. Telephone available to the public during all hours of operation.
- e. Off-street passenger vehicle parking space for each lodging unit.
- f. Facilities with only units available for rent on a time share basis will not be eligible for logo signs.

**4. Camping (Trailer, Camper, and Tent Camping).**

- a. Facility must be licensed by the Michigan Department of Environment, Great Lakes, and Energy.
- b. Continuous operation for at least six months a year. During the period the facility is closed all business logo panels associated therewith shall include months of operation.
- c. Twenty-five or more camp sites available for overnight use. Accommodations sold on an annual or time share basis or otherwise not available for general public use will not be eligible for logo signing.
- d. Electric service.
- e. Drinking water, showers, and flush toilets.
- f. Emergency telephone available to the public during all hours of operation.
- g. Sanitary service for trailers and campers.
- h. Off-street parking.

**5. 24-hour Pharmacy.**

- a. Facility must be licensed by the Michigan Department of Licensing and Regulatory Affairs, Bureau of Professional Licensing, Board of Pharmacy.
- b. Continuous operation 24 hours per day, seven days a week, for at least three hundred sixty (360) days per year.
- c. A state-licensed pharmacist must be present and on duty at all times.

**6. Attraction.**

- a. Provide tourist oriented services consisting of cultural, historical, recreational, educational or entertainment activities, that is annually attended by 10,000 or more people and for which a major portion of income or visitors are derived during the normal business season from motorists not residing in the immediate area (within ten miles of the tourist oriented service). Colleges, universities, grade/high schools, vocational/trade/technical and seminaries are not eligible under educational.
- b. Must be eligible and listed on the Pure Michigan website ([www.Michigan.org](http://www.Michigan.org)).

- c. Facility must comply with all federal, state and local regulations including licenses or permits where required, pertaining to health, sanitation, accessibility and safety.
- d. Is open for business at least 40-hours per week and five days per week, of which one day must be either Saturday or Sunday, throughout the normal business season for that particular type of tourist-oriented service. Exceptions will be considered for those activities which are not open for this number of hours and days if the time of operation is typical for that industry and, thus, meets the expectation of the motorist. Hours and days of operation for those activities recognized by their industry as meeting the expectation of tourists but not meeting the hours and days per week requirement, are provided in Appendix A.
- e. Public restroom facilities and emergency telephone available to the public during hours of operation.
- f. Adequate parking accommodations.
- g. Provide notice to prospective visitors at the point of entry of an admission charge.
- h. Not be displayed or advertised on any existing traffic control device, such as a traffic generator sign, for the interchange being signed by logo signs.

**Marginally Qualified Businesses.** If available logo spaces for any of the above service categories are not fully utilized by companies strictly meeting the corresponding criteria, the department may at its discretion permit other companies in the same service category, meeting at minimum 80 percent of each of the General Criteria, to utilize the otherwise unused spaces. Restaurants with minimal or no seating do not have to meet the minimum 80 percent for seating provided logo spaces are available. Businesses with no restrooms may participate provided logo space is available. Such companies' right to utilize logo spaces shall be reevaluated on an annual basis; should the demand by businesses meeting the criteria increase, the "fully qualified" businesses shall be given priority when considering renewal of the Logo Agreement.

**B. Distance to Services.** The normal maximum distance that services may be located from the center of the interchange to qualify for a logo is as follows:

- GAS - 6 miles
- FOOD - 6 miles
- LODGING - 6 miles
- CAMPING - 15 miles
- 24-HOUR PHARMACY - 3 miles
- ATTRACTION - 15 miles

- C. **Method of Measuring.** The distance to a gas, food, lodging, camping, attractions, or 24-hour pharmacy business is measured by driving from the center of the crossroad intersection with the freeway, along the normal edge of pavement of the crossroad to the point perpendicular to the center of the main entrance of the business. In the case of businesses that require an indirect left or right turn from the crossroad, the additional distance traveled for the indirect turn shall be included in the measurements. The facility must be located on the intersecting road or if located off the intersecting road be trailblazed by the contractor with consent of the governmental agency having jurisdiction of the roadway. The length or width of a driveway entrance is not considered when making distance determinations under this policy. However, where multiple businesses share a common entrance, the closeness of those businesses to the interchange shall be additionally determined by the closeness to the common entrance.
- D. **Excess Number of Eligible Businesses.** When all of the eligible businesses desiring logo signs cannot be accommodated in a category, the establishments closest to the freeway which satisfy all requirements shall receive the opportunity to participate.
- E. **Multiple Service Eligibility.** If a commercial establishment offers more than one motorist service, each service is eligible to participate if the minimum criteria for that service is met.
- F. **Similar Service Eligibility.** If a commercial establishment offers more than one of the same motorist services (example: two restaurants), the primary service will be eligible, however, the business will be eligible to display a logo for each service on the appropriate specific service sign provided that:
1. Minimum criteria for the service is met.
  2. The additional logos would not prevent participation by another eligible commercial establishment whose sole service would be displaced.
  3. Logo space is available.
- G. **Unacceptable Locations for Logo Signs.** Logo signs shall not be authorized at the following locations or under the following circumstances:
1. At an interchange with another freeway.
  2. At an interchange where motorists cannot conveniently enter the business without making an illegal movement, or where the motorist cannot conveniently re-enter the freeway and continue in the same direction of travel.

3. At an interchange where insufficient space exists between interchanges to install at least one logo sign panel in accordance with spacing requirements stated in “**Sign Panels, Location, Specific Services Signs**” of these *Guidelines*.
4. At an interchange where insufficient ramp length exists to meet the spacing requirements for at least one ramp sign as stated in “**Ramp Panels, Location, Specific Services Signs**” of these *Guidelines*.
5. Where long sections of structure, retaining wall, and/or installations of noise wall limit the ready placement of ground-mounted logo signing.
6. At an interchange where it is necessary to direct motorists back in direction to service establishments located at a previous interchange.
7. Where the department determines that for safety, operational, or other explained reasons installation of logo signs is not in the best interest of the traveling public.
8. At any interchange approach other than that which most directly and conveniently accesses the service establishment.
9. Where a trailblazer sign for a business would be required off the right-of-way of a state highway, unless the business obtains all required approvals and permits from the governmental agency having jurisdiction over the roadway for the trailblazer sign.
10. In no event shall a participant be signed at more than one interchange for each direction, for each service on a specified traffic route.

Locations not acceptable for logo signing are listed in Appendix B, Specific Service (Logo) Signing Boundaries.

- H. **General Motorist Service Signs.** Where logo signing is erected for an interchange, existing general motorist services signs should be removed as soon as logo signing is installed for each type of service participating in the logo signing program. However, if only certain types of services at an interchange participate in the logo signing program (example: gas and lodging only), the remaining services (food and camping) can continue to be signed via a general motorist service sign provided sufficient spacing is available along the mainline to erect the signs. In no case, should general motorist service signs duplicate logo signing for a particular service.
- I. **Other Advertising Signs.** Erection and maintenance of any advertising device found to be in violation of state or federal laws or regulations shall disqualify a

business from participating in the program and shall be cause for removal of any previously authorized logos without reimbursement.

## V. LOGO REQUIREMENTS.

- A. **Design.** A business logo may consist of the business identification symbol, name, brand, trademark, or combination thereof. Where business identification symbols are used along with a logo, the border may be omitted. All logo designs shall be reviewed and approved in accordance with Department standards prior to fabrication. Logos which resemble any official traffic control device, or which are determined to be in poor taste by the department or will confuse or mislead the public will be prohibited.
- B. **Size and Shape.** All logos shall be rectangular in shape and conform to the following sizes:
1. Mainline logos (logos directly along an Interstate highway or other freeway) shall be 48-inches wide by 36-inches high.
  2. All ramp and trailblazer logos shall be 24-inches wide by 18-inches high.
- C. **Legend.** Legend which is not included in a graphic-type registered trademark should be as large as possible, preferably with only one or two lines of message. The minimum size legend is 8-inch capitals for mainline logos; 4-inch capitals on ramp and trailblazer logos. Standard highway legend is not required. All legends or any portion which are determined to be in bad taste by the department or will confuse or mislead the public will be prohibited.
- D. **Color.** Registered trademarks of nationally or regionally known businesses may be reproduced in standard highway colors of white, yellow, red, blue, green, orange, brown, and black.
- E. **Supplemental Messages.** The following supplemental messages may be used as listed in Section E “**1. Gas (Diesel, Diesel/DEF, Rec Fuel, E-85, Propane, Biodiesel, EV Charging and/or Natural Gas)**”, “**2. Food**”, “**3. Lodging, Camping and Attraction**” of these *Guidelines*. The legend height for supplemental messages shall be 6 inches on mainline logos and 3-inches on ramp and trailblazer logos, with the following exceptions: RV Friendly symbol – RV shall be 6-inches in height in a 10-inch diameter, yellow circle with a ½-inch black border; the legend height for two fuels may be reduced to a minimum of 5-inches on mainline logos and 2 ½-inches on ramp and trailblazer logos. When used, the RV Friendly symbol shall be located in the lower right-hand corner of the logo. Supplemental messages are not permitted to extend beyond the edge of the logo and into the sign panel.

To be eligible for the RV Friendly symbol or RV ACCESS supplemental message, the service shall provide at minimum the following:

- Roadway access and egress must be hard surface, free of potholes, and need to be at least 12-feet wide with a minimum swing radius of 50-feet to enter and exit the facility.
- 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.
- Facilities requiring short-term parking such as restaurants are required to have 2 or more spaces that are 12-feet wide and 65-feet long with a swing radius of 50-feet to enter and exit the spaces.
- 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.
- Fueling facilities must allow for pull-through with swing radius of 50-feet.
- For campgrounds, 2 or more spaces that are 18 feet wide and 45 feet long are required.
- Businesses must also post directional signing on their sites, as needed, to those RV friendly parking spaces and other on-site RV friendly services so that the motorist is given additional guidance upon leaving the public highway and entering the business establishment's property.

To be eligible for the EV CHARGING supplemental message, the service shall provide at minimum Level 2 or better EV Charging service and be within five miles from the center of the interchange.

To be eligible for the NATURAL GAS supplemental message, the compressed natural gas (CNG) or liquified natural gas (LPG) service shall be within five miles from the center of the interchange.

**1. Gas (Diesel, Diesel/DEF, Rec Fuel, E-85, Propane, Biodiesel, EV Charging, and/or Natural Gas).**

- a. **“DIESEL”** - Black legend/yellow background.
- b. **“24HOURS”** - White legend/green background.
- c. **“PROPANE”** - White legend/green background.
- d. **“NATURAL GAS”** - White legend/green background.

- e. **“E-85”** - Black legend/yellow background.
- f. **“RV”** - Black legend/yellow background.
- g. **“RV ACCESS”** - Black legend/yellow background.
- h. **“BIODIESEL”** - Black legend/yellow background.
- i. **“EV CHARGING”** - White legend/green background.
- j. **“DIESEL/DEF”** - Black legend/yellow background.
- k. **“DIESEL/E-85”** - Black legend/yellow background.
- l. **“REC FUEL”** - Black legend/yellow background.
- m. **“DIESEL/REC FUEL”** - Black legend/yellow background.

## 2. Food.

- a. **“CLOSED \_\_\_\_\_ DAY”** - Black legend/yellow background. This message shall be used if the food service is only open six days a week.
- b. **“24-HOURS”** - White legend/green background.
- c. **“[month] [date] - [month] date”** - White legend/green background. This message shall be used for seasonal businesses to show the months of operation. The months of the year shall be abbreviated as Jan, Feb, Mar, Apr, May, June, July, Aug, Sept, Oct, Nov, Dec. Only the dates 1, 15, 30, and 31 shall be used.
- d. **“RV”** - Black legend/yellow background.
- e. **“RV ACCESS”** - Black legend/yellow background.
- f. **“EV CHARGING”** - White legend/green background.

## 3. Lodging, Camping, and Attraction.

- a. **“[month] [date] - [month] date”** - White legend/green background. This message shall be used for seasonal businesses to show the months of operation. The months of the year shall be abbreviated as Jan, Feb, Mar, Apr, May, June, July, Aug, Sept, Oct, Nov, Dec. Only the dates 1, 15, 30, and 31 shall be used.

- b. **“RV”** - Black legend/yellow background.
  - c. **“RV ACCESS”** - Black legend/yellow background.
  - d. **“EV CHARGING”** - White legend/green background.
- F. **Logo Sign Materials.** Logos shall be fabricated on an aluminum substrate as per the department’s *Standard Specifications for Construction*. All background and legends, including any symbols, logos, and outlines, shall be made from department approved ASTM Type IV retroreflective sheeting.
- G. **Approvals.** All unique logo designs and supplemental messages, and any revisions thereto, shall be submitted to the department for review and approval. Submissions shall include sufficient layout information to determine compliance with size, shape, color, legend, and sign materials requirements. Letter sizes for all legend proposed as part of the logo design must be clearly marked

## VI. SIGN PANELS.

### A. Location.

1. **Separate Sign Panel.** The number of Specific Service signs along an interchange approach, regardless of the number of displays, shall be limited to a maximum of four. Except as provided in **“Composition”** of these *Guidelines*, a separate sign panel shall be provided for each type of service for which logos are displayed. In the direction of traffic, the sequential order of sign panels shall be in the order of 24-hour pharmacy, attractions, camping, lodging, food, and gas. Signs shall be positioned to take advantage of natural terrain or guardrail, to have the least impact on the scenic environment, and to avoid visual conflicts with other signs within the highway right-of-way. No more than three types of services shall be represented on any sign panel.
2. **Number of Logos.** Where more than six businesses of a specific service category are eligible for logos at the same interchange, additional logos of that same specific service category may be displayed. The additional logo signs may be displayed either by placing more than one specific service category on the same Specific Service sign or by using a second Specific Service sign of that specific service category if the additional Specific Service sign can be added without exceeding the limit of four Specific Service signs at an interchange. No more than 12 logos of a specific service category shall be displayed on no more than two Specific Service signs.
3. **Specific Service Signs.** Specific service signs should be installed between the previous interchange and a point 800-feet in advance of the exit direction sign (or **“NEXT RIGHT”** sign) at the interchange from which the services are

available. A minimum 800-foot spacing shall be provided between new specific service signs, and between new specific service signs and existing major guide signs. Excessive spacing should be avoided. The department may authorize relocation of existing department signs to allow proper installation of specific service signs.

4. **Ramp Signs.** To provide uniform information to the motorist, all businesses will be required to have ramp signs at single-exit interchanges with the following exception; where there is insufficient space for ramp signs along the exit ramp those businesses readily visible from the ramp terminal approach will not be required to have ramp signs. At single-exit interchanges, ramp signs shall be installed along the ramp or at the ramp terminal. At double-exit interchanges (A/B), ramp signs shall be installed along the crossroad near the end of the off-ramp for all services over two miles away. Ramp signs should be generally installed on the right side of the ramp but are permitted on the left side. A minimum 200-foot spacing shall be provided between all new ramp signs, and between new ramp signs and other traffic signs on the same side of the ramp.
5. **Trailblazer Signs.** When it is necessary to provide additional guidance to motorists beyond the ramp signs, trailblazers should be installed at a location on the crossroad up to 300-feet before any required turn. A trailblazer sign is identical to a ramp sign but without the name of the service. When trailblazer signs are necessary to direct motorists to the business location, the trailblazer signs must be installed before logo signs are installed on the freeway and ramps. Approval from the government agency having jurisdiction over the crossroad will be required for placement of trailblazer signs.

## **B. Composition.**

1. **Single-Exit Interchanges.** Specific service signs shall include the name of the type of service followed by the exit number displayed in one line above the logos. Full-size gas, food, lodging, camping, attractions, and 24-hour pharmacy specific service signs shall be limited to six logos each. Smaller sized specific service signs may be used if full-size specific service signs are not necessary. Service types and exit information shall be 10-inch Clearview letters and numerals. At unnumbered exits, the legend "NEXT RIGHT (LEFT)" shall be used where appropriate.
2. **Double-Exit Interchanges (A/B).** At double-exit interchanges, such as a cloverleaf interchange, specific service signs shall generally consist of two sections, one for each exit. The top section should display the logos for the first exit and the lower section should display the logos for the second exit. The name of the type of service followed by the exit number shall be displayed on a line above the logos in each section. The number of logos in

each section shall be limited to three each for gas, food, lodging, camping, attractions, or 24-hour pharmacy. When a type of motorist service is only at one exit, a full-size or half-size specific service sign may be used as discussed in “**Single-Exit Interchanges**” of these *Guidelines*. Service types and exit information shall be 10-inch Clearview letters and numerals. At unnumbered exits, the legend “NEXT RIGHT (LEFT)” shall be used where appropriate.

3. **Combination Signs.** In areas where only one or two qualified facilities are available for each of three types of services, logos for a maximum of three of services may be displayed on the same specific service sign. The name of each type of service shall be displayed above its respective logo(s). Logos should not be combined on a sign when it is anticipated that additional service facilities will become available. Service types and exit information shall be 10-inch Clearview letters and numerals. At unnumbered exits, the legend “NEXT RIGHT (LEFT)” shall be used where appropriate. Combination signs may be used at interchanges where available spacing does not permit the installation of signs for each specific service in accordance to minimum spacing requirements as discussed in “**Location, Specific Service Signs**” of these *Guidelines*.
4. **Ramp Signs.** Ramp signs shall conform to the general requirements of freeway sign panels, except small in size. Logos for different types of services may be combined on the same sign panel. The name of each type of service shall be displayed above its logo(s). The ramp signs shall include the distances (to the nearest tenth mile) to the service along with a directional arrow. The travel distance to a business shall be measured by vehicle via the most direct route available from the center line of the ramp terminus of the exit ramp to the point perpendicular to the center of the main entrance of the business. Service types and exit information shall be in 6-inch Clearview letters and numerals.

C. **Logo Position Orientation.** With new logo sign structure construction, priority placement on the mainline logo sign panel will be given to those businesses closest to the exit. The first logo will be placed in the top left position. As an example, on a six-panel sign priority placement would be top left first, top middle second, top right third, bottom left fourth, bottom middle fifth, and bottom right sixth.

D. **Sign Panel Sign Materials.** Sign panels shall be fabricated on substrate as per the department’s Standard Specifications for Construction. All white legends, borders and background shall be per department approved retroreflective sheeting requirements.

E. **Sign Supports.** All sign supports and mounting hardware shall meet

requirements of the department's *Sign Support Standards*.

## VII. APPLICATION AND AGREEMENTS.

### A. Application.

1. **Initial Contacts.** If an interchange is approved by the department for logo signs, business establishments in the vicinity of the interchange will be provided with a brochure/pamphlet that explains the program. Brochures and/or informational pamphlets will advise new business contact participants of program details such as eligibility requirements, current fees, and process of participation. This should consist of initial mail-out information followed by face-to-face marketing.
2. **Eligibility Requirements.** Eligible businesses that wish to participate in the Logo Program and can be accommodated will be requested to complete an application. The application shall include but not be limited to the following information:
  - a. The name of the business, the physical address of the business, and the telephone number.
  - b. The type of specific service the business will be providing.
  - c. Hours and days of operation of business.
  - d. Certification of having obtained all required licenses and/or permits required for that type business.
  - e. The freeway or primary route number, exit number and/or interchange name, and the county in which the interchange is located.
  - f. A detailed checklist used to show that the business meets all the minimum eligibility criteria for that type of service.
  - g. The name, address, and telephone number of the contact person who will be responsible for participation decisions.
  - h. The signature of the owner or responsible operator of the business.
  - i. Provisions to allow the Contract Manager or department personnel to inspect the business for compliance with participation and eligibility criteria.
  - j. Provisions to allow seasonal participation.

3. **Logo Agreement.** Eligible businesses that wish to participate in the Logo Program and can be accommodated will be requested to enter into a *Logo Agreement*. The agreement will further bind the business to pay the annual fee discussed in “**Annual Fee and Additional Cost**” of these *Guidelines*. The *Logo Agreement* shall be a numbered contract providing but not be limited to the following information:
- a. The name of the business, physical address of the business, and telephone number.
  - b. The type of service the business is applying for.
  - c. The freeway or primary route number, exit number or interchange, and direction of travel.
  - d. The name, address, and telephone number of the contact person who will be responsible for participation decisions. The signature of the owner or responsible operator of the business.
  - e. Provisions to allow the Contract Manager or department personnel to inspect the business for compliance with participation in eligibility criteria.
  - f. Information showing all costs or fees to the business for participation.
  - g. Information showing grounds for termination of the agreement.
  - h. Information pertaining to the purchase and ownership of logo panels as well as advertising content restriction.
  - i. Information showing payment method.
  - j. Information showing length of *Logo Agreement*.
  - k. Information showing procedures if payment is not made.
  - l. Certification showing the business has no illegal billboards.

## B. Annual Fee and Additional Costs.

1. **Annual Fee.** An annual fee will be charged to participating businesses in order to provide necessary maintenance and to provide for future replacement as necessary. Annual fees will be evaluated annually. Failure to pay the fee within the time period specified in the *Logo Agreement* shall constitute breach of the *Logo Agreement* and will be cause to remove the logos.
2. **Temporary/Seasonal Removal Costs.** If a business is closed for more than two weeks, the logos shall include the dates of operation (Food, Lodging, Camping, and Attraction only) in a supplemental message. The production charge for the dates of operation will be included in the cost of the logo fabrication. There shall be no reduction or pro-rating of annual fees due to seasonality.
3. **Logos Costs.** Businesses shall supply all new or replacement logos. Businesses shall be responsible for the cost of installing replacement logos.
4. **Bumping Fee.** Businesses which enter the program by using the bumping procedure which is discussed in detail in “**Changes in Participating Businesses**” of these *Guidelines* will be required to pay an additional one-time fee per direction.

## C. Changes in Participating Businesses.

1. **Sale or Termination of Participating Business; Assignment.**
  - a. Participants may not assign a Logo Sign Agreement without the prior written consent of the department, which consent shall be in the department’s sole discretion. Participants’ agreements run with the tract of land for which application was initially made and shall not be assigned to another tract of land, except for the following:

If a Participant moves its location at the same logo signed exit, and there is no change in business entity (i.e. no transfer of business ownership), the following apply: (1) if the business still qualified for signing under these *Guidelines* at its new location, it can remain in the Logo Program, under its existing Participant’s Agreement, provided that the Participant executes an Addendum, modifying the location of the business and its signs, and pays the full cost of any removal of existing ramp or trailblazer signs, or the installation of any new ramp or trailblazer signs; (2) if the Participant does not qualify for participation in the Logo Program at its new location, the such Participant shall be removed from the Program with no refunds, since the relocation was the result of action by the participant alone; (3) if

the business still qualifies under these *Guidelines* at its new location, it will still be subject to the bumping procedures as outlined in “**New Businesses**” of these *Guidelines*.

- b. Businesses which withdraw from the Logo Program because of sale or closing of their business, or for another reason shall not receive any reimbursement.
  - c. If a participating business is sold to a similar service, the new owner must complete an application. If eligible, the new business may obtain the right to have their logo on the existing panel(s).
  - d. If a participating business is sold for a different use or withdraws from the Logo Program, the rights to participate in the Logo Program will be offered to the next qualified business.
2. **New Businesses.** If a new business is established or if a non-participating business is interested in participating in the Logo Program, the business may request to participate in the program subject to the following:
- a. All new businesses will be required to pay the same costs as outlined in “**Application and Annual Fee and Additional Costs**” of these *Guidelines*.
  - b. If the maximum number of logos is in place, applications will be considered in accordance with the priorities established in “**Excess Number of Eligible Businesses**” of these *Guidelines* and the removal provisions of “**Removal of Logo Signs**” of these *Guidelines*. Businesses will not, however, be forced to vacate a sign due to another business during their first two years in the Logo Program.

#### D. **Removal of Logo Signs.**

1. **Removal Necessitated by Department Action.** Since the amount of available signing space at interchange areas is limited, the department reserves the right to remove logo signs and to provide an initial cost reimbursement to participating businesses under certain circumstances. Logo sign removal may prove to be necessary under any of the following circumstances: (1) if the space is needed for necessary traffic control signs, (2) if the access control features of either the mainline or the crossing routes are changed, or (3) for other safety or operational reasons based on an engineering study.

If logo signs are to be removed for any of these reasons, the businesses will be reimbursed any unearned prepaid charge by the Contract Manager. The costs of sign removal will be borne by the Contract Manager.

2. **Removal Caused by an Excess of Eligible Businesses.** If the maximum number of logos is in place on a sign panel, new applications by other businesses for inclusion on an existing logo sign will be considered in accordance with the priorities established in “**Excess Number of Eligible Businesses**” of these *Guidelines*. These priorities are consistent with standard logo signing practice, and they reflect the concept of providing maximum service to the motorist. An excessive number of eligible businesses present at a signed interchange may necessitate removal of one or more existing participants. This removal will be accomplished according to the following:
- a. **Closer Business Bumping Criteria.** The intent of bumping is to provide services to the motoring public via businesses located closest to the interchange determined by driving distance. As a result, the closest six applicants for gas, food, lodging, camping, attractions, and 24-hour pharmacy that meet the current criteria at the time of the initial application will have the highest priority and will be permitted to participate in the program. If a qualified business of the same type of service which is closer in driving distance to the interchange applies to the program and the maximum number of businesses have already been displayed at a particular interchange, the business which is farthest driving distance from the interchange will be bumped from the program upon expiration of its business lease or after a minimum of two years participation in the program, whichever comes first.
  - b. **Implementation Procedure.** The following steps will be used when carrying out the “**Closer Business Bumping Criteria**” of these *Guidelines*.
    - (1) Whenever a business becomes aware, or is otherwise officially notified, that a specific logo sign for food, lodging, gas, camping, attractions, or 24-hour pharmacy is filled to capacity, the business wishing to apply to replace another participant will contact the Contract Manager and request information pertaining to replacement options and bumping.
    - (2) The first step to effect possible replacement of an existing business logo by another business will be submission of a completed application.
    - (3) The Contract Manager will verify all qualifying data on the application and will conduct a complete resurvey of the interchange. All businesses eligible to bump will in turn be required to enter into a *Logo Agreement* and pay a specified fee by a specific date.

(4) A determination will be made as to what business must vacate the sign. Schedules will be established to effect as timely a removal and replacement of logo panels as possible.

**E. Relocation of Logo Signs, New (Added) Signs.** If department projects or operations involving maintenance, design, utilities, traffic control, drainage, or construction necessitate temporary or permanent relocation of logo signs, the Contract Manager will make every effort to relocate the logo signs to an agreed upon location. In general, the Contract Manager will first determine: (1) if the services still meet these applicable *Guidelines* for signing, (2) if the relocation of existing logo signs is possible, and (3) whether new (added) signs or changed signs are needed as a result of routing changes. Access control, travel distance, existing signing, and the route to return to the freeway will be factors in such a determination. The cost of relocating or changing existing logo signs due to department-initiated actions will be paid for entirely by the Contract Manager. The cost of installing new (added) logo signs and/or new (added) trailblazer signs, if determined necessary by these *Guidelines*, will continue to be the responsibility of the logo applicant. Agreements and cost arrangements for new (added) signs as per “**Application and Annual Fee and Additional Costs**” of these *Guidelines* will apply.

#### VIII. FUNDING AND ADMINISTRATION.

**A. General.** All costs associated with the design, erection, maintenance, and administration of logo signs will be uniformly assessed to all participating businesses. No rental expense or revenue is accrued by the department. The program will be administered by the Contract Manager for the department. All signs become the property of the Contract Manager.

**B. Duties of the Contract Manager.**

1. Inventory eligible exits to identify potential businesses.
2. Contact the businesses for promotional purposes.
3. Establish the fee schedule and enter into an agreement with the businesses on a contractual basis.
4. Collect fees from the businesses.
5. Obtain signed compliance forms from applicants to verify business eligibility.
6. Develop construction site plans for department approval.
7. Coordinate with the department relative to sign placement and obtain concurrence from department Region Offices.

8. Fabricate and erect sign panels.
9. Inspect and maintain the sign panels.
10. Report to the department inquiries and/or complaints which may be received relative to the application of these guidelines.
11. Prepare an annual report and submit it to the department.
12. Administer the program on a day-to-day basis.

**C. Department Responsibility.**

The department will cooperate with, share file information, and provide expertise to the Contract Manager. The department, through Region Offices, will assist the Contract Manager in determining suitable locations for logo signing and give final location approval. The department will be responsible for the *Guidelines*. The department will conduct Quality Assurance field reviews to inspect logo sign installations.

## Appendix A

### Open for Business Hours Exception

#### **Wineries/Distilleries**

Open for business a minimum of 30-hours per week and 5-days a week, of which one day must be either Saturday or Sunday, and for a minimum of 5 months.

#### **Drive-In-Theater**

Open for business a minimum of 5-days a week, of which one day must be either Saturday or Sunday, opening at dusk.

#### **Arena / Stadium / Auditorium / Convention Center / Race Track / Speedway**

Have a minimum seating capacity of 5,000 and open for business for a minimum of 10 events a year.

Appendix B



Below is a summary of interchanges not currently included in the Specific Service (Logo) Signing Program.

Boundaries are established around the Detroit/Metro area using the Detroit City Limits. The last interchanges eligible for signing on the west side of Detroit are I-94 Exit 209 and I-96 Exit 179. From the south, the last interchange to be signed is I-75 Exit 41. On the north side, the last interchanges eligible are I-75 Exit 60 and I-94 Exit 225.

In the Grand Rapids/Metro area, the last interchange signed on I-196 is exit 70 - east and westbound resuming on eastbound only at the end of I-196 for M-37/44. On US-131, the last interchange signed is exit 81. Signing resumes north of I-96 at Exit 91.

Freeway to freeway interchanges are not eligible for signing. In addition, interchanges with no space in one or both directions are included in the summary.

<b><u>Interstate</u></b>	<b><u>Exit</u></b>	<b><u>Reason</u></b>
I-69	38	I-94 (freeway to freeway)
I-69	72	I-96 (freeway to freeway)
I-69	89	US-127 (freeway to freeway)
I-69	90	US-127 (freeway to freeway)
I-69	133	I-75 (freeway to freeway)
I-69	135	no space for signs
I-69	136	no space for signs
I-69	137	I-475 (freeway to freeway)
I-69	138	no space for signs
I-69	139	no space for signs
I-69	271	I-94 (freeway to freeway)
I-75	20	I-275 (freeway to freeway)
I-75	28	partial interchange
I-75	35	US-24 (freeway to freeway)
I-75	40	southbound - no space for signs
I-75	41	no space for signs
I-75	42	urban
I-75	43	urban
I-75	44	urban

I-75	45	urban
I-75	47	urban
I-75	48	I-96 (freeway to freeway)
I-75	50	M-10 (freeway to freeway)
I-75	51	urban
I-75	53	I-94 (freeway to freeway)
I-75	55	urban
I-75	56	urban
I-75	57	urban
I-75	58	urban
I-75	59	urban
I-75	61	I-696 (freeway to freeway)
I-75	77	M-59 (freeway to freeway)
I-75	115	US-23 (freeway to freeway)
I-75	106	partial interchange
I-75	116	southbound - no space for signs
I-75	117	I-69 (freeway to freeway)
I-75	118	northbound - no space for signs
I-75	125	I-475 (freeway to freeway)
I-75	150	I-675 (freeway to freeway)
I-75	153	southbound – no room for signs
I-75	154	northbound – no room for signs
I-75	155	I-675 (freeway to freeway)
I-75	162	US-10 (freeway to freeway)
I-75	188	US-23 (freeway to freeway)
I-75	249	US-127 (freeway to freeway)
I-75	337	southbound - no space for signs
I-75	338	southbound - no space for signs
I-75	339	southbound - no space for signs
I-75	344	no space for signs
I-75	346	partial interchange
I-75	394	southbound - no space for signs
I-94	27	westbound - no space for signs
I-94	28	no space for signs
I-94	29	no space for signs
I-94	30	eastbound - no space for signs
I-94	34	I-196 (freeway to freeway)
I-94	74	US-131 (freeway to freeway)
I-94	97	westbound - no space for signs
I-94	98	eastbound I-194 (freeway to freeway)
I-94	108	I-69 (freeway to freeway)

I-94	141	westbound - no space for signs
I-94	142	US-127 (freeway to freeway)
I-94	172	eastbound - no space for signs
I-94	180	US-23 (freeway to freeway)
I-94	194	I-96/I-275 (freeway to freeway)
I-94	196	eastbound – no space for signs
I-94	210	urban
I-94	211	urban
I-94	212	urban
I-94	213	I-96 (freeway to freeway)
I-94	215	M-10 (freeway to freeway)
I-94	216	I-75 (freeway to freeway)
I-94	217	urban
I-94	218	urban
I-94	219	urban
I-94	220	urban
I-94	222	urban
I-94	223	urban
I-94	224	urban
I-94	225	eastbound urban
I-94	229	I-696 (freeway to freeway)
I-94	235	no space for signs
I-94	274	no space for signs
I-96	1	eastbound - no space for signs and non-freeway
I-96	31	US-131 (freeway to freeway)
I-96	37	I-196 (freeway to freeway)
I-96	38	eastbound - no space for signs
I-96	90	I-69 (freeway to freeway)
I-96	95	I-496 (freeway to freeway)
I-96	106	I-496/US-127 (freeway to freeway)
I-96	148	US-23 (freeway to freeway)
I-96	162	westbound - no space for signs
I-96	167	no space for signs
I-96	169	no space for signs
I-96	170	no space for signs
I-96	180	urban
I-96	182	urban
I-96	183	urban
I-96	184	urban
I-96	185	urban

I-96	186	urban
I-96	187	urban
I-96	188	urban
I-96	189	urban
I-96	190	I-94 (freeway to freeway)
I-96	191	I-75 (freeway to freeway)
I-196	44	US-31 (freeway to freeway)
I-196	72	partial interchange
I-196	73	no services - did not review
I-196	75	urban
I-196	76	urban
I-196	77	US-131 (freeway to freeway)
I-196	78	urban
I-196	79	urban
I-275		none omitted except I-96 / I-275 listed above
I-475	4	southbound - no space for signs
I-475	5	no space for signs - urban
I-475	6	I-69 (freeway to freeway)
I-475	8	no space for signs - urban
I-475	9	no space for signs - urban
I-475	10	no space for signs - urban
I-475	11	northbound - no space for signs
I-496	3	westbound - no space for signs
I-496	4	no space for signs - urban
I-496	5	no space for signs - urban
I-496	6	no space for signs - urban
I-496	7	no space for signs - urban
I-496	8	southbound-no space
I-675	1	urban
I-675	2	urban
I-675	3	urban
I-696	11	westbound – no space for signs
I-696	12	eastbound – no space for signs
I-696	13	westbound – no space for signs
I-696	18	I-75 (freeway to freeway)

I-696	28	I-94 (freeway to freeway)
M-14		none omitted
M-53	18 Mile Rd.	southbound - freeway ends
M-59	39	Westbound – no space for signs
M-59	40	I-75 (freeway to freeway)
M-59	Mound Rd.	westbound – no space for signs/fw begins
US-10	US-127	(freeway to freeway)
US-10	I-75	(freeway to freeway)
US-23	35	I-94 (freeway to freeway)
US-23	42	M-14 (freeway to freeway)
US-23	45	US-23BR (freeway to freeway)
US-23	60	I-96 (freeway to freeway)
US-127	US-10	(freeway to freeway)
US-127	I-96	(freeway to freeway)
US-127	Kalamazoo St.	urban
US-127	Saginaw St.	urban
US-127	I-69	(freeway to freeway)
US-131	34	I-94 (freeway to freeway)
US-131	41	US-131BR (freeway to freeway)
US-131	82	urban
US-131	83	urban
US-131	84	urban
US-131	86	I-196 (freeway to freeway)
US-131	87	urban
US-131	88	urban
US-131	89	I-96 (freeway to freeway)
US-31	M-104	no space for signs
US-31	Sternberg Rd.	southbound - no space for signs
US-31	Sherman Blvd.	southbound - no space for signs
US-31	Laketon Ave.	no space for signs
US-31	M-46	northbound - no space for signs

## Log of Changes to the Logo Sign Program Guidelines

Michigan Specific Service (Logo) Signing Program Rules and Regulations Issued	10-01-99
Corrected Attachment A – Impact of SB 372 on Logo Signing Statewide Effort	10-07-99
Delete Attachment A and Unacceptable Locations for Logo Signs, Interchanges Within Five Miles of an International Airport, In response to Public Act 265 of 1999	
Revised Units of measurement to English only. Added Ethanol as an alternative fuel	03-02-01
Established logo boundaries	03-15-02
Added definition for General Motorist Service Sign	07-12-02
Revised Method of Measuring by adding “by driving” after “measured”	07-12-02
Revised Removal Necessitated by Department Action by: Deleting “All logos and sign panels removed shall be returned to the Contract Manager.” Replacing “The costs of sign removal Will be borne by the Department” with “The costs of sign Removal will be borne by the Contract Manager.”	07-12-02
Added date of operation as a supplemental message for Lodging and Camping	01-22-03
Added 24-hour Pharmacy as an eligible Type of service Added RV Symbol as a supplemental message (Interim Approval)	01-23-06
Added ASTM Type IX requirement for legends and borders on sign panel. Added ASTM Type IV requirement for background of sign panel and logo. Clearview font required for letter and numerals on sign panel.	08-18-09
Revised phone requirement for Gas, Food, and Camping to emergency. Added BIODIESEL and B20 as supplemental messages for Gas. Permit two alternative fuels to be displayed on one supplemental message. Removed ONLY from PROPANE and NATURAL GAS supplemental messages. Added RV ACCESS supplemental message as alternative to RV Symbol. Add 31 as date that can be used on date supplemental message.	

For marginally qualified businesses, removed minimum 80 percent requirement for seating for restaurants with no seating provided logo spaces are available. Revised application information required.	
Add off-street parking requirement for camping. Removed interim approval for RV Friendly Symbol and RV ACCESS and changed size of symbol. Increased minimum legend size when two fuels are shown in supplemental message.	02-08-10
Added attractions as an eligible Type of Service. Added EV Charging as an alternative fuel.	05-03-12
Added number of logos guidance increasing the maximum number to 12 for a specific service category. Revise shopping center to complexes for eligibility for Food.	12-16-13
Added Appendix B, Specific Service (Logo) Signing Boundaries	12-12-14
Revised name of document to <b>Logo Sign Program Guidelines</b>	06-01-18
Changed "Open 24 Hours to "24 Hours"	08-22-19
Added Rec Fuel as an alternative fuel	08-22-19
Changed Ethanol to E-85	08-22-19
Changed M-59 x Opdyke Rd to Exit 39, Westbound – no space, signs approved Eastbound in 2018	08-22-19
Changed I-75 x 40, Northbound signs approved in 2012	08-22-19
Deleted I-75 x 81, signs approved in 2014	08-22-19
Added age requirements at casinos under General Criteria	05-08-20
Updated names for Michigan licensing agencies	
Added a Facility must comply with all federal, state and local regulations including licenses or permits where required, pertaining to health, sanitation, accessibility and safety under Lodging	
Replaced covering or removal of logo during closed periods with addition of months of operations as part of the logo	
Added Businesses with no restrooms may participate provided logo space is available under Marginally Qualified Businesses	

Removed requirement for sign sheeting samples to be submitted to the Department.  
Revised sign sheeting material requirements to be per the Department's requirements.

Required minimal spacing shall be for new signs under Sign Location

Added that priority placement on the mainline logo sign panel will be given to those businesses closest to the exit with new logo sign structure construction under Logo Position Orientation