

SPECIFIC SERVICE SIGNING PROGRAM GUIDELINES



May 2026

I. PURPOSE.

To establish *Guidelines* for the approval, design, erection, maintenance, and funding of specific service signing along Interstate highways and other freeways for gas, food, lodging, camping, attractions, and electric vehicle (EV) charging. Since specific service 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.

Business Identification Panel. - A business identification logo, trademark, or name for attachment to a specific service sign, ramp sign, or trailblazer sign.

Contract Manager. – Currently Michigan Logos, Inc.

Department. - The Michigan Department of Transportation.

Freeway. - A divided highway with full control of 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, EV charging, food, lodging and camping, tourist information centers, welcome centers, and rest areas). Generic symbols are used for gas, EV charging, food, lodging, and camping for general motorist service signs.

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.** Specific service signing provides road users with business identification and directional information for eligible services. Those services which are deemed essential to warrant official signing are gas, food, lodging, camping, attractions, and EV charging. These are the only specific services which may be identified on specific service signs along Interstate highways and other freeways. Services shall be open to all persons regardless of race, color, religion, sex, age, handicap, or national origin to qualify. 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, and/or Natural Gas) and associated services.**

- a. Facility must be licensed by the Michigan Department of Agriculture and Rural Development.
- 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 (in addition to gasoline), a supplemental message will be required on the business identification panel stating that specific fuel is available.
- c. Continuous operation at least 16 hours per day, seven days per week, for at least three hundred sixty (360) days per year.
- d. Restroom facilities 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.
- g. A business that does not offer gasoline, but offers alternative fuels, shall not be signed using GAS specific service signs.

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 per week.
- d. Minimum permanent indoor seating capacity of 24 persons.
- e. Restroom facilities 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 specific service signs. Only food court restaurants complying with Paragraph f. above will be considered 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 24 hours per day, seven days a week.
- d. Off-street passenger vehicle parking space for each lodging unit.
- e. Facilities with only units available for rent on a time share basis will not be eligible for specific service 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 per year. During the period when the facility is closed, all business identification panels associated therewith shall include the months of operation.
- c. Twenty five or more camp sites available for overnight use. Accommodation sold on an annual or time share basis, or otherwise not available for public use, will not be eligible for specific service signing.

- d. Electric service.
- e. Drinking water, showers, and flush toilets.
- f. Sanitary service for trailers and campers.
- g. Off-street parking.

5. Electric Vehicle (EV Charging).

- a. Facility must be licensed by the Michigan Department of Agriculture and Rural Development.
- b. Continuous operation 16 hours per day, seven days per week, for at least three hundred sixty (360) days per year.
- c. EV chargers provided must meet the criteria for Direct Current Fast Chargers provided in 23 CFR 680.106.

6. Attraction.

- a. Provide tourist-oriented services consisting of cultural, historical, recreational, educational, or entertainment activities. The facility must be annually attended by 10,000 or more people and a major portion of income or visitors must be generated during the normal business season from road users 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.
- 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. Must be 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 of that industry and, thus, meets the expectations of the road user. Hours and days of operation for those activities recognized by their industry as meeting the expectations of road users but not meeting the hours and

days per week requirement, are provided in Appendix A – Exceptions to Hours of Operation.

- e. Public restroom facilities 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. The facility must not be displayed or advertised on any existing traffic control device, such as a traffic generator sign, for the interchange being signed by specific service signs.

Marginally Qualified Businesses. If available business identification panel spaces for any of the above service categories are not fully utilized by businesses that meet 100% of the General Criteria, the Department may (at its discretion) permit other businesses in the same service category to utilize the unused spaces if they meet at least 80% of each of the General Criteria.

Restaurants with minimal or no seating are not required to meet at least 80% of the criteria for seating provided business identification panel spaces are available. Businesses without restrooms may participate, provided space is available.

The eligibility of marginally qualified businesses shall be evaluated on an annual basis. Businesses that meet 100% of the corresponding criteria shall be given priority when considering renewal of Business Identification Panel Agreements.

B. Distance to Services. Distances to eligible services should not exceed 3 miles in any direction. If, within the 3-mile limit, facilities for the services being considered 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.

C. Method of Measuring. The distance to a gas, food, lodging, camping, attractions, or EV charging 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 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 the eligible businesses desiring business identification panels 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 business offers more than one specific service, each service is eligible to participate if the minimum criteria for each service is met.

F. **Similar Service Eligibility.** If a business offers more than one of the same specific service (example: two restaurants), the primary service will be eligible, and the secondary service(s) will be eligible if:

1. Minimum criteria for the service are met.
2. The additional business identification panels would not prevent participation by another eligible business whose sole service would be displaced.
3. Business identification panel space is available.

H. **Unacceptable Locations for Specific Service Signs.** Specific service 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 road users cannot conveniently enter the business without making an illegal movement, or where the road user 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 specific service sign 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 a ground-mounted sign(s).
6. At an interchange where it is necessary to direct road users back in direction

- to a businesses located at a previous interchange.
7. Where the department determines that for safety, operational, or other explained reasons, installation of specific service 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 business.
 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 specific service signing are listed in Appendix B, Specific Service Signing Boundaries.

- I. **General Motorist Service Signs.** Where specific service signing is installed for an interchange, existing general motorist services signs for each type of service participating in the specific service signing program should be removed immediately. However, if only certain types of services at an interchange participate in the specific service signing program (example: gas and lodging only), the remaining services can continue to be signed via a general motorist service sign provided sufficient spacing is available along the mainline to accommodate the signs. In no case should a general motorist service sign duplicate a specific service sign for a particular service.
- J. **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. BUSINESS IDENTIFICATION PANEL REQUIREMENTS.

- A. **Design.** A business identification panel may consist of the business identification symbol, name, brand, logo, trademark, or combination thereof. All business identification panel designs shall be reviewed and approved in accordance with Department standards prior to fabrication. Business identification panels that resemble any official traffic control device, that are determined by the Department to be in poor taste, or that will confuse or mislead the public, will be prohibited.

The logo or trademark used on a business identification panel should be

consistent with the on-premise business identification signs at the location of the business that are visible from the roadway.

- B. **Size and Shape.** All business identification panels shall be rectangular in shape and conform to the following sizes:
1. Mainline business identification panels (directly along an Interstate highway or other freeway) shall be 48-inches wide by 36-inches high.
 2. All ramp and trailblazer business identification panels 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 and 4-inch capitals on ramp and trailblazer business identification panels. Standard highway legend is not required. Legends that are determined by the Department to be in poor taste, or that 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.** Supplemental messages may be used as listed later in this section for each service category. Supplemental messages must be consistent with the service category type and related to the operation of the business. Supplemental messages promoting the availability of products, amenities, or services that are not directly related to the service category and/or those not available to non-patrons of the primary service provided for the service category, shall not be displayed on business identification panels.

The legend height for supplemental messages shall be 6 inches on mainline logos and 3 inches on ramp and trailblazer logos. Supplemental messages are not permitted to extend beyond the edge of the logo and into the sign panel.

Services are eligible for the RV ACCESS supplemental message if the following minimum criteria are provided:

- Roadway access and egress must be hard surface, free of potholes, and 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 road user is given additional guidance upon leaving the public highway and entering the business establishment's property.

Services are eligible for the EV CHARGING supplemental message if the following minimum criteria are provided:

- Electric vehicle charging to the general public is offered without purchasing the primary service (gas, food, lodging, camping, and attraction).
- For the service categories of gas, food, and attraction, EV chargers shall meet the criteria for Direct Current Fast Chargers (DCFC) provided in 23 CFR 680.106.
- For the service categories of camping and lodging, EV chargers shall meet the criteria for DCFCs provided in 23 CFR 680.106 and/or AC Level 2 Charging.

The following supplemental messages are allowed as listed below for each service category. Supplemental messages should be displayed in a black legend on a yellow background for that portion of the business identification panel:

1. **Gas.**
 - a. **"DIESEL"**
 - b. **"24 HOURS"**
 - c. **"PROPANE"**
 - d. **"NATURAL GAS"**

- e. **“E-85”**
 - f. **“RV” or “RV ACCESS”**
 - g. **“BIODIESEL”**
 - h. **“EV CHARGING”**
 - i. **“DIESEL/DEF”**
 - j. **“DIESEL/E-85”**
 - k. **“REC FUEL”**
 - l. **“DIESEL/REC FUEL”**
2. **Food.**
- a. **“CLOSED ____ DAY”** - This message shall be used if the food service is only open six days a week.
 - b. **“24 HOURS”**
 - c. **“[month] [date] - [month] date”** - 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”**
 - e. **“RV ACCESS”**
 - f. **“EV CHARGING”**
3. **Lodging, Camping, and Attraction.**
- a. **“[month] [date] - [month] date”** - 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”**
 - c. **“RV ACCESS”**
 - d. **“EV CHARGING”** – Lodging and Camping service categories only.

F. **Business Identification Panel Sign Materials.** Business identification panels 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 fabricated from Department-approved ASTM Type IV retroreflective sheeting.

G. **Approvals.** All unique business identification panel 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 legends proposed as part of the business identification panel 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 the "**Composition**" section of these *Guidelines*, a separate sign panel shall be provided for each type of service for which business identification panels are displayed. In the direction of traffic, the sequential order of sign panels shall be: attraction, camping, lodging, food, EV charging, and gas.

When spacing does not allow EV charging signs to be located as described in the previous paragraph, then the EV charging signs may be located anywhere within the successive specific service sign order where adequate spacing between signs allows.

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 Business Identification Panels.** No more than six (6) business identification panels shall be displayed on a single specific service sign. Due to the unique and widely varying characteristics of the services that qualify as attractions, and lesser recognition of their business identification panels, specific services signs for attractions shall have no more than four (4) business identification panels.

Where more than six (6) businesses of a specific service category (four (4) for attraction services) are eligible for business identification panels at the same

interchange, additional business identification panels of that same specific service category may be displayed in one of two ways:

- a. By placing more than one specific service category on the same specific service sign or,
- b. 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 twelve (12) business identification panels 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 where the services are available. A minimum 800-foot spacing shall be provided between specific service signs, and between 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.** All businesses are required to have ramp signs at single-exit interchanges with the following exceptions;
 - a. 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.
 - b. Where all traffic must turn in one direction at the ramp terminal.

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 ramp signs, and between 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 road users to the business location, the trailblazer signs must be installed before business identification panels are installed on the freeway mainline and ramps. Approval from the government agency having jurisdiction over the road upon which the trailblazer signs are

needed 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 business identification panels. Half-size specific service signs may be used if full-size specific service signs are not necessary. Service types and exit information shall be 10-inch 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 business identification panels for the first exit and the lower section should display the business identification panels for the second exit.

The name of the type of service followed by the exit number shall be displayed on a line above the business identification panels in each section. The number of business identification panels in each section shall be limited to three (3) for each service category. When a specific service is only available at one exit, a full-size or half-size specific service sign may be used as discussed in the “**Single-Exit Interchanges**” section above. Service types and exit information shall be 10-inch letters and numerals. At unnumbered exits, the legend “NEXT RIGHT (LEFT)” shall be used where appropriate.

3. **Combination Signs.** In areas where only one (1) or two (2) eligible businesses are available for each of three (3) types of services, business identification panels for a maximum of three (3) services may be displayed on the same specific service sign. The name of each type of service shall be displayed above its respective business identification panel(s). Business identification panels 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 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 category in accordance to minimum spacing requirements as discussed in the “**Location, Specific Service Signs**” section.
4. **Ramp Signs.** Ramp signs shall conform to the general requirements of freeway sign panels, but shall be reduced in size. A maximum of six (6) business identification panels for each service category shall be displayed along the ramp. Business identification panels for different service categories may be combined on the same sign. The name of each type of service shall be displayed above its business identification panel(s).

The ramp signs shall include the distances (to the nearest tenth of a mile) to the service along with a directional arrow. Service types and exit information shall be in 6-inch letters and numerals.

- C. **Business Identification Panel Position Orientation.** When a new specific service sign is installed, priority placement on the mainline business identification panel will be given to those businesses closest to the exit. Priority placement is 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 legends, borders, and backgrounds 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 specific service 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 potential participants of program details such as eligibility requirements, current fees, and the process for 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 Specific Service Signing 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 provides.
 - c. Hours and days of business operation.
 - d. Certification of having obtained all required licenses and/or permits required for that type of 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. **Business Identification Panel Agreement.** Eligible businesses that wish to participate in the Specific Service Signing Program and can be accommodated will be requested to enter into a *Business Identification Panel Agreement*. The agreement will further bind the business to pay the annual fee discussed in the “**Annual Fee and Additional Cost**” section. The 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.
 - k. The type of specific service the business provides.
 - b. The freeway or primary route number, exit number or interchange, and direction of travel.
 - c. 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.
 - d. Provisions to allow the Contract Manager or Department personnel to inspect the business for compliance with participation eligibility criteria.
 - e. Information showing all costs or fees to the business for participation.
 - f. Information showing grounds for termination of the agreement.
 - g. Information pertaining to the purchase and ownership of business identification panels as well as advertising content restriction.

- h. Information showing payment method.
- i. Information showing contract duration.
- j. Information showing procedures if payment is not made.
- k. 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 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 *Business Identification Agreement* shall constitute breach of contract and will be cause to remove the business identification panel(s).
2. **Temporary/Seasonal Removal Costs.** If a business is closed for more than two weeks, the business identification panel(s) shall be removed, covered, or 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 business identification panel fabrication. There shall be no reduction or pro-rating of annual fees due to seasonal removal or covering.
3. **Business Identification Panel Costs.** Businesses shall supply all new or replacement panels. Businesses shall be responsible for the cost of installing replacement panels.
4. **Bumping Fee.** Businesses which enter the program by using the bumping procedure, which is discussed in detail in the “**Changes in Participating Businesses**” section, 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 Business Identification Panel Agreement without the prior written consent of the Department, and 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 specific service-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 qualifies for specific service signing at its new location, it can remain in the program under its existing 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 no longer qualifies for specific service signing at its new location, the Participant shall be removed from the program without refund, since the relocation was the result of action by the participant alone;
 - (3) If the business still qualifies for specific service signing at its new location, it will still be subject to the bumping procedures as outlined in the **“New Businesses”** section.
- b. Businesses that withdraw from the program shall not receive 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 business identification panel on the existing sign(s).
 - d. If a participating business is sold for a different use or withdraws from the program, the rights to participate in the 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 Specific Service Signing Program, the business may request to participate in the program subject to the following:
- a. All new businesses will be required to pay the costs outlined in the **“Application and Annual Fee and Additional Costs”** section.
 - b. If the maximum number of business identification panels is in place, applications will be considered in accordance with the priorities established in the **“Excess Number of Eligible Businesses”** section and the provisions of the **“Removal of Signs and/or Panels”** section. Businesses will not, however, be forced to vacate a sign due to another business’s desire to participate during their first two years in the program.

D. Removal of Signs and/or Panels.

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 specific service signs and to provide an initial cost reimbursement to participating businesses under certain circumstances. Sign removal may prove to be necessary under any of the following circumstances:

- a. If the space is needed for necessary traffic control signs;
- b. If the access control features of either the mainline or the crossing routes are changed;
- c. For other safety or operational reasons based on an engineering study.

If specific service signs removals is necessitated by the Department, 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 business identification panels is in place on a sign panel, new applications by other businesses for inclusion on an existing specific service sign will be considered in accordance with the priorities established in the “**Excess Number of Eligible Businesses**” section. An excess number of eligible businesses 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 road users via businesses located closest to the interchange. As a result, the closest six (6) applicants for gas, food, lodging, camping, attractions, and EV charging that meet the criteria at the time of the initial application will have the highest priority for participation in the program.

If the maximum number of businesses for a specific service category are signed at an interchange, and a new qualified business in the same service category applies to participate in the program and is closer in driving distance than one or more of the current participating businesses, the business that is the longest driving distance from the interchange will be bumped from the program upon expiration of its business identification panel agreement (including any renewals) or after a minimum of two years participation in the program, whichever comes last.

- b. **Implementation Procedure.** The following steps will be used when carrying out the “**Closer Business Bumping Criteria**” above:

(1) Whenever a business becomes aware, or is otherwise officially

notified, that a specific service sign for food, lodging, gas, camping, attractions, or EV charging 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 initiate possible replacement of an existing business identification panel by another business will be submission of a completed application by the business seeking to bump.
- (3) The Contract Manager will verify all qualifying data on the application and will conduct a complete resurvey of the interchange. If the business is determined to be eligible to bump another business, it will be required to enter a *Business Identification Panel Agreement* and pay a specified fee by a specific date.
- (4) The Contract Manager will determine what business must vacate the sign. Schedules will be established to initiate timely removal and replacement of business identification panels.

D. **Relocation of Specific Service Signs, New (Added) Signs.** If Department projects or operations involving maintenance, design, utilities, traffic control, drainage, or construction necessitate temporary or permanent relocation of specific service signs, the Contract Manager will make every effort to relocate the signs to an agreed upon location.

In general, the Contract Manager will first determine if the services still meet the criteria for signing, if the relocation of existing specific service signs is possible, and if new (added) signs or changed signs are needed because 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 specific service signs due to Department-initiated actions will be paid entirely by the Contract Manager. The cost of installing new (added) specific service signs and/or new (added) trailblazer signs will continue to be the responsibility of the applicant. Agreements and cost arrangements for new (added) signs per the **“Application and Annual Fee and Additional Costs”** section will apply.

VIII. FUNDING AND ADMINISTRATION.

- A. **General.** All costs associated with the design, erection, maintenance, and administration of specific service 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 and Transportation Service Centers.
8. Fabricate and erect sign panels.
9. Inspect and maintain the sign panels.
10. Report inquiries and/or complaints which are received relative to the application of these guidelines to the Department.
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 specific service signing and give final location approval. The Department will be responsible for these maintaining and updating these *Guidelines*. The Department will conduct Quality Assurance field reviews to inspect specific service sign installations.

Appendix A – Exceptions to Hours of Operation

Wineries/Distilleries. Must be open for business a minimum of 30 hours per week and 5 days per week, of which one day must be either Saturday or Sunday, and for a minimum of 5 months.

Drive-In-Theater. Must be open for business a minimum of 5 days per week, of which one day must be either Saturday or Sunday, opening at dusk.

Arena/Stadium/Auditorium/Convention Center/Racetrack/Speedway. Must have a minimum seating capacity of 5,000 and must be open for business for a minimum of 10 events per year.

Appendix B – Specific Service Signing Boundaries

Interchanges that are not included in the Specific Service Signing Program are described and listed below.

Freeway to freeway interchanges are not included in the program.

Detroit Metro Area

The following interchanges in the Detroit metro area are not included in the program.

- I-75: Exit 41 to Exit 59
- I-94: Exit 210 to Exit 224
- I-96: Exit 173 to End
- I-375: All
- I-696: Exit 7 to End
- M-5: All
- M-8: All
- M-10: All, except Exit 15 Southbound
- M-39: All
- M-53: Exit 15
- M-59: Exit 39 Westbound and Exit 50 Westbound

Grand Rapids Metro Area

The following interchanges in the Grand Rapids metro area are not included in the program:

- I-196: Exit 72 to Exit 79
- US-131: Exit 82 to Exit 89

Lansing Metro Area

The following interchanges in the Lansing metro area are not included in the program:

- I-496: Exit 3 Westbound and Exit 4 to Exit 9
- US-127: Exit 76 to Exit 78

Flint Metro Area

The following interchanges in the Flint metro area are not included in the program:

- I-69: Exit 135 to Exit 139
- I-75: See I-75 section
- I-475: Exit 4 Southbound and Exit 5 to Exit 11

Saginaw Metro Area

The following interchanges in the Saginaw metro area are not included in the program:

- I-675: Exit 1 to Exit 3

Other Locations

The following interchanges at other locations within Michigan are not included in the program. The lists below do not include freeway to freeway interchanges nor interchanges included metro areas covered previously.

I-75

Exit	Crossroad	Reason
28	Fort St	Partial interchange
35	US-24	Freeway to freeway
40	Dix Hwy	Limited space (SB only)
106	Dixie Hwy	Partial interchange
116	Bristol Rd	Limited space (SB only)
117	Miller Rd	Limited space
118	Corunna Rd	Limited space (NB only)
153	E Bay City Rd	Limited space (SB only)
154	Zilwaukee	Limited space (NB only)
256	N Down River Rd	Partial interchange
338	US-23	Limited space (SB only)
339	Jamet St	Limited space (SB only)
344	US-2	Limited space
346	Portage St	Partial interchange
394	Easterday Ave	Limited space (SB only)

I-94

Exit	Crossroad	Reason
27	Niles Ave	Limited space (WB only)
28	Scottdale Rd	Limited space
29	Pipestone Rd	Limited space
30	Napier Ave	Limited space (EB only)
97	Capital Ave	Limited space (WB only)
141	Elm Rd	Limited space (WB only)
172	BL 94	Limited space (EB only)
196	Wayne Rd	Limited space (EB only)
225	8 Mile Rd	Urban (EB only)
235	Shook Rd	Partial Interchange

274	Lapeer Ave	Limited space
275	M-25	Limited space

I-96

Exit	Crossroad	Reason
1	Hile Rd	Limited space (EB only)
38	E Beltline Ave	Limited space (EB only)
162	Novi Rd	Limited space (WB only)
167	8 Mile Rd	Limited space
169	7 Mile Rd	Limited space
170	6 Mile Rd	Limited space

I-196

None

I-275

None

M-14

None

US-10

None

US-23

None

US-31

Exit	Crossroad	Reason
104	M-104	Limited space
109	Sternberg Rd	Limited space (SB only)
112	Sherman Rd	Limited space (SB only)
113	Laketon Ave	Limited space

Appendix C – Change Log (Last 15 years)

Change	Date
Added attractions as an eligible Type of Service. Added EV Charging as an alternative fuel	May-12
Added number of logos guidance increasing the maximum number to 12 for a specific service category. Revised shopping center to complexes for eligibility for Food.	Dec-13
Added Appendix B, Specific Service (Logo) Signing Boundaries	Dec-14
Revised name of document to Logo Sign Program Guidelines	Jun-18
Change "Open 24 Hours" to "24 Hours"	Aug-19
Added Rec Fuel as an alternative fuel.	Aug-19
Changed Ethanol to E-85	Aug-19
Changed M-59 x Opdyke Rd to Exit 39, Westbound - no space, signs approved Eastbound in 2018	Aug-19
Change I-75 x 40, Northbound signs approved in 2012	Aug-19
Deleted I-75 x 81, signs approved in 2014	Aug-19
Added age requirement at casinos under General Criteria	May-20
Updated names for Michigan licensing agencies	May-20
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	May-20
Replaced covering or removal of logo during closed periods with addition of months of operations as part of the logo	May-20
Added businesses with no restrooms may participate provided logo space is available under Marginally Qualified Businesses	May-20
Removed requirement for sign sheeting samples to be submitted to the Department. Revised sign sheeting material requirements to be per the Department's requirements.	May-20
Required minimal spacing shall be for new signs under Sign Location	May-20
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	May-20
Removed "(LOGO)" from document title	May-26
Provided general reformatting.	May-26
Revised "logo" to "specific service" throughout document	May-26
Revised "Logo Panel" to "Business Identification Panel" throughout document	May-26
Removed 24-hour pharmacies as a service category	May-26
Added EV charging as a service category with eligibility criteria	May-26

Removed "EV Charging" as an alternative fuel under the Gas category, since it is now its own category.	May-26
Added "(in addition to gasoline)" after "For businesses offering only propane and natural gas..."	May-26
Removed emergency telephone as a general criteria for all service types.	May-26
Under Gas eligibility, added "g. A business that does not offer gasoline, but offers alternative fuels, shall not be signed using GAS specific service signs."	May-26
Under Distances to Services, deleted the specific maximum distance by service category and inserted: "Distances to eligible services should not exceed 3 miles in any direction. If, within the 3-mile limit, facilities for the services being considered 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."	May-26
Under Business Identification Panel requirements, added "The logo or trademark used on a business identification panel should be consistent with the on-premise business identification signs at the location of the business that are visible from the roadway."	May-26
Reorganized the Supplemental Messages section. Added "Supplemental messages may be used as listed later in this section for each service category. Supplemental messages must be consistent with the service category type and related to the operation of the business. Supplemental messages promoting the availability of products, amenities, or services that are not directly related to the service category and/or those not available to non-patrons of the primary service provided for the service category, shall not be displayed on business identification panels." Removed the RV Access symbol. Added minimum criteria for the EV Charging supplemental message. Deleted the legend/background colors for each supplemental message and inserted "The following supplemental messages are allowed as listed below for each service category. Supplemental messages should be displayed in a black legend on a yellow background for that portion of the business identification panel."	May-26
Under Number of Business Identification Panels, added: "No more than six (6) business identification panels shall be displayed on a single specific service sign. Due to the unique and widely varying characteristics of the services that qualify as attractions, and lesser recognition of their business identification panels, specific services signs for attractions shall have no more than four (4) business identification panels."	May-26

Under Ramp Signs for Single-Exit Interchanges added the following exception to the requirement for having ramps signs: "Where all traffic must turn in one direction at the ramp terminal."	May-26
Under Composition, removed the requirement for Clearview font.	May-26
Under Closer Business Bumping Criteria, added "(including any renewals)" after "agreement" and changed "whichever comes first" to "whichever comes last."	May-26
Changed Appendix A title to: Exceptions to Hours of Operation	May-26
Reorganized and reformatted Appendix B.	May-26
Added I-696 Exit 7, I-75 Exit 256, I-94 Exit 275, and I-96 Exits 173-178 as interchanges not included in the program.	May-26
Removed Change Log items greater than 15 years old.	May-26