



Slogan/Distinctive Boundary Sign Options for Local Units of Government

In addition to the political boundary sign, the Department provides two other highway traffic signing options which can be used at the boundaries of municipalities and counties. These two options are slogan signing and distinctive boundary signing. In order to employ one of these options, the affected governmental units must make their preference known and agree to provide the funds needed to implement the request. These funds would cover the entire cost for the sign fabrication, sign posts, and installation.

If one of the options outlined herein is implemented, it will be the responsibility of the requesting local governmental agency to furnish sign replacements when needed or to pay the costs incurred by the Department to maintain the signs. If the local governmental agency fails to supply such replacements or fails to provide the funds for the replacement, the Region Traffic and Safety representative shall authorize the removal of the signs.

Sign minimum bottom heights, as outlined in the MMUTCD, shall be adhered to for both signing options.

1. SLOGAN SIGNING - Upon request of a local governmental agency to the Region Office, the Department will fabricate, install, and maintain one special slogan panel, mounted below the standard municipal or county boundary limit sign subject to the following requirements:
 - a. There should be one message per slogan sign with a maximum of three lines of legend.
 - b. The special slogan panel will display legend approved by local authorities and be of a white-on-green design. The legend approved for the panel must utilize letters that are 4-inch minimum in height and be limited in wording so that the size of the slogan panel blends aesthetically with the standard boundary limit sign.
 - c. The maximum area of the slogan sign will be 24 square feet.
 - d. Only one slogan sign on each trunkline entrance is allowed. Different slogans may be erected at different boundary sign locations.
 - e. Slogan signs may be changed at the discretion of the local governmental agency and after review and approval by Region Traffic and Safety Representative. All slogan signs, including state championships, may be removed one year after installation.

2. **DISTINCTIVE BOUNDARY SIGNING** - Upon request, the Department will allow the local governmental agency to furnish their own distinctively designed boundary signs for Department installation, subject to the following requirements:
 - a. The signs shall be furnished by the local governmental agency, at their expense.
 - b. The design of the sign, and its location, shall be approved by the Region Traffic and Safety representative before fabrication begins.
 - c. The maximum area of each sign will be 24 square feet.
 - d. The width of the sign shall not be less than the height or more than three times the height.
 - e. The sign legend shall consist of reflectorized white letters and display the municipal or county name in 6-inch minimum letters, with supplemental word messages as appropriate, in 4-inch minimum letters on a green reflectorized background. The sign legend may be supplemented with a symbol of any color, considered representative of the idea the local governmental agency desires to portray.
 - f. Any supplemental political jurisdiction symbol or logo should be such that it is not considered as advertising for some particular company or group.
 - g. The name(s) of local official(s) will not be allowed on this sign.
 - h. The sign shall not have internal or external illumination or animation.
 - i. After the signs are fabricated, they shall be delivered to a location specified by the Region Traffic and Safety representative, who will arrange for the installation of the signs.
 - j. If the local governmental agency elects to furnish their own distinctive designed boundary signs, all existing boundary signs are to be removed at that boundary.
3. **NON-TRAFFIC GOVERNMENTAL SIGNING** - In lieu of highway traffic signing to mark a governmental unit boundary, the local governmental agency may request installation of a non-traffic sign within the Department right-of-way to promote their county, municipality, or township. Such

requests shall adhere to the Construction Permit Manual.¹

The Department's position is that off-premise advertising within Department right-of-way shall not be allowed to the extent that the Department has the authority to regulate such advertising. However, signs requested by governmental agencies *may* be considered if such signs do not interfere with the operation and maintenance of the roadway and serve a general public interest. Because a proliferation of such signs *may* well be considered a circumvention of the intent of the Highway Advertising Act, this type of signing is not to be encouraged or promoted.

Governmental signing may be approved for those agencies meeting the following requirements:

- a. The proposed use shall not interfere presently or in the foreseeable future with the construction, reconstruction, operation, and maintenance of the non-freeway involved. Permit applications will only be considered from governmental agencies; i.e., municipalities, townships, counties, etc.
- b. Any requests for signs must be accompanied by a resolution of support from the governmental agency and will include a commitment of that agency to the maintenance and permit obligations of the sign.
- c. Any proposed construction or use must conform to Department standards with respect to setback requirements as well as to standards for breakaway or yielding type sign supports.
- d. The sign message shall be worded in a general manner without providing commercial advertising or names of local officials.
- e. Use of Department right-of-way shall require approval through the permit process².
- f. Signing shall not be allowed on freeways.
- g. It shall be the responsibility of the permittee to secure any other necessary approvals from underlying fee owners or other parties of interest.
- h. All permit applications shall be reviewed by the Region Traffic and Safety representative for compliance with traffic operational and safety requirements.

¹ [Construction Permit Manual – Section 1509.11](#)

² [MDOT Repository – Form 2205O](#)