

ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

Policy for Erection of Specific Service Signs (Logos)

1. **DEFINITIONS.** Except as defined in this section, the terms used in this directive shall be defined in accordance with the definition and usage of the Manual on Uniform Traffic Control Devices (MUTCD).
 - a. **Specific Service Sign** - a guide sign with:
 - (1) The words “GAS”, “FOOD”, “LODGING”, “CAMPING”, or “ATTRACTIONS”;
 - (2) Directional information; and
 - (3) One or more business sign panels (Logos).
 - b. **Business Sign Panel (Logo)** - a separately attached sign panel mounted on the Specific Service sign to show the brand, symbol, trademark, or name, or combination of these, for a motorist service available at or near an interchange.
 - c. **Department** - refers to the Arkansas State Highway and Transportation Department (AHTD).
2. **LOCATION**
 - a. **Eligible Areas.** Upon request from a local jurisdiction, Specific Service signs will be allowed on those sections of the Interstate highway system and other fully-controlled access highways (freeways), where the maximum posted speed limit is greater than 55 miles per hour.
 - b. **Lateral Location Approved by AHTD.** The Specific Service sign locations shall be approved by the Department and should be located so as to take advantage of natural terrain, to have the least impact on the scenic environment, and to avoid visual conflict with other signs within the highway right-of-way. Sign supports shall be of a breakaway design.
 - c. **Relative Location.** In the direction of traffic successive Specific Service signs shall be those for “ATTRACTIONS”, “CAMPING”, “LODGING”, “FOOD”, and “GAS” in that order.
3. **CRITERIA**
 - a. **Conformity with Laws.** Eligible service facilities shall comply with laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and laws concerning licensing and approval of service facilities.

- b. **Distance to Services.** The maximum distance that service facilities can be located from the main traveled way to qualify for a business sign panel shall not exceed 15 roadway miles in either direction for “GAS”, “FOOD”, “LODGING”, and “CAMPING” and 30 roadway miles for “ATTRACTIONS”.
- c. **Types of Services Permitted.** The types of services permitted shall be limited to “GAS”, “FOOD”, “LODGING”, “CAMPING”, and “ATTRACTIONS”. To qualify for display on a Specific Service sign:
- (1) **“GAS” shall include:**
 - (a) Vehicles services, which shall include gas and/or alternative fuels, oil, and water;
 - (b) Continuous operation at least 16 hours per day, 7 days a week;
 - (c) Modern sanitary facilities and drinking water;
 - (d) Public telephone.
 - (2) **“FOOD” shall include:**
 - (a) Licensing or approval, where required;
 - (b) Continuous operation to serve meals beginning no later than 11:00 a.m., 6 days a week;
 - (c) Modern sanitary facilities and drinking water;
 - (d) Public telephone.
 - (3) **“LODGING” shall include:**
 - (a) Licensing or approval, where required;
 - (b) Adequate sleeping accommodations;
 - (c) Modern sanitary facilities;
 - (d) Public telephone.
 - (4) **“CAMPING” shall include:**
 - (a) Licensing or approval, where required;
 - (b) Adequate parking accommodations;
 - (c) Modern sanitary facilities and drinking water.

(5) **“ATTRACTIONS” shall include or have:**

- (a) Licensing or approval, where required;
- (b) Adequate parking accommodations;
- (c) Modern sanitary facilities and drinking water;
- (d) Continuous operations at least 8 hours per day, 6 days a week;
- (e) Regional significance;
- (f) Cultural or historic site, recreational or entertainment facility, area of natural phenomenon or scenic beauty, theme park, amusement or entertainment park, indoor or outdoor play, music show, botanical garden or cultural or education center.

An activity or site shall not qualify for “Attractions” sign panels if the activity or site is identified by official guide signs that are within the freeway right-of-way.

Qualification for “Attractions” sign panels will be determined by the Arkansas Department of Parks and Tourism.

- d. **Number of Signs Permitted.** The number of Specific Service signs permitted shall be limited to 4 along an approach to an interchange. The number of business sign panels permitted on a Specific Service sign is specified in sections 5b and 6f. Businesses offering more than one service may have their sign panels displayed on more than one Specific Service sign, as long as no other business would be eliminated. In those instances where this section applies, the Department may limit the business to one sign panel.

4. **COMPOSITION**

- a. **Specific Service signs.** The signs shall have a blue background with a white reflectorized border. The size of the signs shall not exceed the minimum size necessary to accommodate the maximum number of business sign panels permitted using the required legend height and the interline and edge spacing specified in the MUTCD.
- b. **Business Sign Panels.** Where business identification symbols or trademarks are used alone for a business sign panel, the border may be omitted, the symbol or trademark shall be reproduced in the colors and general shape consistent with customary use, and any integral legend shall be in proportionate size. Messages, symbols, and trademarks which resemble any official traffic control device are prohibited. The vertical and horizontal spacing between business sign panels on Specific Service signs shall not exceed 8 inches and 12 inches, respectively.

- c. **Legends.** All Specific Service sign directional arrows and all letters and numbers used in the name of the type of service and the directional legend shall be white and reflectorized.

5. SPECIAL REQUIREMENTS

a. Location.

- (1) **Separate Sign.** Except as provided in sections 3d and 5b(3), a separate sign shall be provided for each type of service for which business sign panels are displayed. No service type shall be displayed on more than one sign along an approach to an interchange.
- (2) **Relationship to Exit Gore.** The Specific Service signs shall be erected between the previous interchange and 800 feet in advance of the exit direction sign at the interchange from which the services are available. There should be at least 800 feet spacing between the main lanes Specific Service signs. Excessive spacing should be avoided.
- (3) **Convenient Re-entry Required.** Specific Service signs shall not be installed at an interchange where the motorist cannot conveniently re-enter the Interstate highway or freeway and continue in the same direction of travel.
- (4) **Exit Ramp Signs.** At single-exit interchanges where service facilities are not visible from a ramp terminal, ramp signs shall be installed along the ramp or at the ramp terminal and along the highway crossroad leading to the service facility, if turns are required from the highway crossroad. These signs shall be duplicates of the corresponding Specific Service signs along the main roadway but reduced in size. The signs shall include the distances to the service installations and directional arrows in lieu of words. The minimum letter height should be 4 inches except that any legend on a symbol shall be proportional to the size of the symbol. Ramp signing may be used on ramps and highway crossroads at double-exit interchanges.

b. Composition.

- (1) **Single-Exit Interchanges.** The name of the type of service followed by the exit number shall be displayed in one line above the business sign panels. The "GAS", "FOOD", "LODGING", "CAMPING", and "ATTRACTIONS" Specific Service signs shall be limited to 6 business sign panels each.
- (2) **Double-Exit Interchanges.** The Specific Service signs shall consist of two sections, one for each exit. The top section shall display the business sign panels for the first exit and the lower section shall display the business sign panels for the second exit. The name of the type of service followed by the exit number shall be displayed in a line above the business sign panels in each direction. Where a type of motorist service is to be signed for at only one exit, one section of the Specific Service sign may be omitted, or a single-exit

interchange sign may be used. The number of business sign panels on the Specific Service sign (total of both sections) shall be limited to 6 each for "GAS", "FOOD", "LODGING", "CAMPING", and "ATTRACTIONS".

- (3) **Combination Signs.** In areas where not more than 2 qualified facilities are available for each of 2 or more types of services, or areas where sign spacing is limited, business sign panels for 2 types of services may be displayed on the same Specific Service sign. Not more than 4 business sign panels for a type of service shall be displayed in combination on a Specific Service sign. The name of each type of service shall be displayed above its respective business sign panels, and the exit number shall be displayed above the names of the types of services. Business sign panels should not be combined on a Specific Service sign when it is anticipated that additional service facilities will become available in the near future.

c. **Size**

- (1) **Business Signs.**

- (a) Each business sign panel displayed on the "GAS" Specific Service sign shall be contained within a 48-inch wide and 36-inch high rectangular background area, including border.

- (b) Each business sign panel on the "FOOD", "LODGING", "CAMPING", and "ATTRACTIONS" Specific Service signs shall be contained within a 60-inch wide and 36-inch high rectangular background area, including border.

- (2) **Legends.** All letters used in the name of the type of service and the directional legend shall be in conformance with the MUTCD.

6. **PROCEDURES**

- a. **Contracts.** Contracts for erection or replacement of business sign panels shall be provided by the Department or its contractor.
- b. **Erection.** Specific Service signs shall be erected and business sign panels shall be attached by the Department or its contractor.
- c. **Cost.** Business sign panels shall be furnished to the Department or its contractor, in accordance with Departmental specifications, by the participating businesses.
- d. **Replacement.** Upon notice from the Department or its contractor, businesses will provide replacement business sign panels for those panels which become worn or damaged.

- e. **Removal.** The Department or its contractor shall remove or cover business sign panels for those businesses that are not in compliance with the conditions indicated in Section 3 of this policy.
- f. **Selection of Eligible Businesses.** If there is not enough space on Specific Service signs to accommodate all businesses wishing to display business sign panels, those businesses closest to the particular interchange will be selected. If subsequently, a business exists or is constructed closer to the interchange than one being displayed on the Specific Service sign, the business on the Specific Service sign may continue to display until such time as they no longer desire to do so. At that time, the business that is located closer to the interchange may apply for the Specific Services sign.
- g. **Seasonal Removal/Covering.** Each business sign panel displayed on the “CAMPING” or “ATTRACTIONS” Specific Service signs and ramp signs shall be removed or covered by the Department or its contractor during off-season months if such business is operated on a seasonal basis only. Said sign panels shall be reinstalled or uncovered by the Department or its contractor during seasonal operations. Each such business shall notify the Department or its contractor at the time of annual maintenance fees of their operating intentions for the forthcoming year. The Department or its contractor shall remove sign panels at an interchange for any such business that fails to give notice at least 6 months in advance of any seasonal closing.

7. **FEES**

The Arkansas State Highway Commission shall determine the initial fees, annual fees, and special fees pertaining to the Specific Service Sign Program.

- a. **Annual Fees.** Upon approval of a business for Specific Service signs, the annual maintenance fee (permit renewal) shall be paid in accordance with the terms of the contract between the business and the Department or its contractor.

If an application for permit renewal is, for any reason, not granted, the fee tendered with the renewal application shall be promptly refunded. If a permit has been renewed, no part of the annual maintenance fee shall be refunded. If, however, the business sign panel is subsequently removed at the direction of the Department for any reason, a proportional refund of the annual maintenance fee shall be made. However, in case of any removal, the annual maintenance fee for any months or major portion (16 days or more) of a month remaining to the anniversary date of placement of the business sign panel shall be refunded. There shall be no refund of the annual maintenance fee for any business sign panel temporarily removed or covered pursuant to Section 6e or 6g.

- b. **Special Fees.**

- (1) A fee will be charged per business per interchange for the removal of business sign panels by the Department or its contractor.

- (2) A fee will be charged per business per interchange for the seasonal removal or covering by the Department or its contractor of "CAMPING" or "ATTRACTIONS" business sign panels (fee to include corresponding reinstallation or uncovering at the end of the off-season).