

# RULE

## Department of Transportation and Development Highways/Engineering

### Specific Services (LOGO) Signing (LAC 70:I.101-113) (LAC 70:III.301-313)

In accordance with the applicable provisions of the Administrative Procedure Act, R.S. 49:950 et seq., the Department of Transportation and Development has amended LAC 70:I.101-113 entitled "Installation of Specific Services (LOGO) Signing", in accordance with R.S. 48:274.1 and Act 490 of the 1995 Regular Session of the Louisiana Legislature. LAC 70:III.301-307 pertaining to Specific Services (LOGO) Signing is being repealed to recodify in LAC 70:I.101-113.

#### Title 70

#### TRANSPORTATION

#### Part I. Office of the General Counsel

#### Chapter 1. Outdoor Advertisement

#### Subchapter A. Outdoor Advertising Signs

#### §101. Purpose

The purpose of this directive is to establish policies for the installation of Specific Services (LOGO) Signing within state highway rights-of-way.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:784 (July 1992), LR 19:352 (March 1993), LR 22: (March 1996).

#### §103. Definitions

Except as defined in this Paragraph, the terms used in this directive shall be defined in accordance with the definitions and usage of the Louisiana Manual on Uniform Traffic Control Devices (MUTCD).

*Business Sign*—a separately attached sign mounted on the specific information sign panel to show the brand, symbol, trademark, or name, or combination of these, for a motorist service available on or near a crossroad or frontage road at or near an interchange.

*Department*—the Louisiana Department of Transportation and Development.

*Specific Information Sign*—a ground mounted rectangular sign panel with:

- a. the words "FUEL", "FOOD", "LODGING", "CAMPING" or "ATTRACTIONS";
- b. directional information;
- c. one or more business signs.

*Specific Services (LOGO) Signing*—the Specific Services (LOGO) Signing Program consists of the various components including business signs, specific information signs (Mainline and Ramp) and trailblazing signs. The term "LOGO Program" shall refer to the overall Specific Services Signing Program.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:784 (July 1992), LR 19:352 (March 1993), LR 22: (March 1996).

#### §105. Location

A. Eligible Highways. Specific information signs shall be allowed only on interstates and other fully controlled access facilities. Signs shall not be installed on elevated roadways and bridges.

B. Rural Areas. Specific information signs are intended for use primarily in rural areas.

C. Urban Areas. Specific information signs may be installed within urban areas where there is sufficient room for the installation of two or more specific services signs. Separate distance criteria have been established for interchanges in urban and rural areas. Increased congestion and travel time dictate the use of shorter distance criteria for interchanges in urban areas. The department shall determine which interchanges are urban based on political boundaries, commercial development, and other appropriate factors.

D. Lateral Location. The specific information signs should be located 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 panel supports shall be of a breakaway or yielding design.

E. Relative Location. In the direction of travel, successive specific information signs shall be those for "ATTRACTIONS", "CAMPING", "LODGING", "FOOD", and "FUEL" in that order.

F. Convenient Reentry Required. Specific Information signs will not be installed at an interchange where the motorist cannot conveniently reenter the highway and continue in the same direction of travel.

G. Number of Signs Permitted. There shall be no more than one specific information sign for each type of service along an approach to an interchange or intersection. There shall be no more than six business signs displayed on a specific information sign.

H. Ramp Signing. Specific Information signs with directional and distance information shall be installed along the ramp approaching the crossroad when the business(es) are not visible from that approach. These signs will be similar to the corresponding specific information signs along the main highway but reduced in size.

I. Trailblazing. Trailblazing to a business shall be determined by the department in accordance with the following provisions:

1. Trailblazing shall be done with an assembly (or series of assemblies) consisting of a ramp size business sign, an appropriate white on blue arrow, and if required a mileage plaque. The business shall furnish all business sign(s) required. Preference will always be given to the erection of standard traffic signs (e.g., regulatory, warning, and guide signs) which may preclude the installation of trailblazers in heavily congested areas.

2. Intersection trailblazers shall be required in advance of all intersections requiring the motorist to turn from one route to another. The intersection trailblazer shall be installed with the appropriate left or right arrows.

3. When the distance between the interchange and the intersection trailblazers is greater than five miles verification trailblazers shall be required. The verification trailblazers shall be installed with a straight ahead arrow.

4. When the total distance from the interchange is greater than five miles a verification trailblazer shall be installed within 1,000 feet of the interchange. The verification trailblazers shall be installed with a straight ahead arrow and a mileage plaque.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:785 (July 1992), LR 19:352 (March 1993), LR 22: (March 1996).

#### **§107. Criteria for Specific Information Permitted**

A. General Criteria. Each business identified on a specific information sign shall meet the following general criteria:

1. Give written assurance to the department of its conformity with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, sex, age, disability, or national origin, and not be in breach of that assurance.

2. In rural areas businesses shall be located no more than 10 miles in either direction for "FUEL", "FOOD" and "LODGING" or 25 miles in either direction for "CAMPING" and "ATTRACTIONS" from the terminal of the nearest off ramp. In urban areas businesses shall be located no more than two miles in either direction for "FUEL", "FOOD" and "LODGING" or five miles in either direction for "CAMPING" and "ATTRACTIONS" from the terminal of the nearest off ramp. Measurements shall be made from the beginning of the curves connecting the ramp to the crossroad or the nosepoint of a loop along the normal edge of the pavement of the crossroad as a vehicle must travel to reach a point opposite the main entrance to the business.

3. Have appropriate licensing and/or permitting as required by federal, state, parish, and local laws or regulations.

4. Provide a telephone for public use.

B. Types of Services Permitted. The types of services permitted shall be limited to "FUEL", "FOOD", "LODGING", "CAMPING", and "ATTRACTIONS." At the discretion of the department, Camping business signs may be displayed on an "ATTRACTIONS" specific information sign using the provisions of §109.C.2 to differentiate the two services.

C. Specific Criteria for "FUEL"

1. Vehicle services of fuel (unleaded, diesel, or alternative fuels intended for use in motor vehicles for highway travel), oil, and water for batteries and/or radiators.

2. Clean modern restroom facilities for each sex and drinking water suitable for public use.

3. Year-round operation at least 16 continuous hours per day, seven days a week.

4. An on-premise attendant to collect monies, and/or make change.

D. Specific Criteria for "FOOD"

1. Indoor seating for at least 16 persons.

2. Clean modern restroom facilities for each sex.

3. Year-round operation at least 12 continuous hours per day.

E. Specific Criteria for "LODGING"

1. Adequate sleeping accommodations consisting of a minimum of 20 units with private baths.

2. Off-street vehicle parking spaces for each lodging room for rent.

3. Year-round operation.

F. Specific Criteria for "CAMPING"

1. Adequate off-street vehicle parking

2. Clean modern restroom facilities for each sex, drinking water suitable for public use, modern sanitary and bath facilities (for each sex) which are adequate for the number of campers that can be accommodated.

3. Year-round operation seven days per week.
4. At least 10 campsites with water and electrical outlets for all types of travel-trailers and camping vehicles. A tent camping area must also be provided.

G. Specific Criteria for "ATTRACTIONS"

1. Fall under one of the following categories:
  - Arena/Stadium\*
  - Bed and Breakfast
  - Cultural Center\*
  - Historical Society\*
  - Historic District
  - Historic Structure/Museum\*
  - Industrial Facility\*
  - Museum/Art Gallery
  - Scenic/Natural Attraction  
(forest, garden, nature preserve, park, etc.)
  - Tour Boat
  - Winery/Brewery\*
  - Zoo/Aquarium  
\* providing visitor tours

2. Adequate off-street vehicle parking
3. Clean modern restroom facilities for each sex and drinking water suitable for public use.
4. Year-round operation at least five continuous days per week.
5. Bed and Breakfast shall have adequate sleeping accommodations consisting of a minimum of two units with private baths, and shall serve complementary breakfast (included as part of the room rate).

In addition the Bed and Breakfast shall be a member of the Louisiana Bed and Breakfast Association OR shall meet additional specific criteria established by the department.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:785 (July 1992), LR 19:353 (March 1993), LR 22: (March 1996).

**§109. Sign Composition**

A. Specific Information Sign. The Specific Information sign shall be a blue background with a white reflectorized border and legend.

B. Business Signs. Business signs shall consist of either graphic symbols or text used to identify the business. A business identification graphic 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. Businesses advertising on the "FUEL" specific information panel shall be required to use the trademark of the brand of fuel offered rather than a unique graphic symbol. Graphic symbols and trademarks that resemble any official traffic control device are prohibited. Business identification text shall consist of block letters no smaller than FHWA 6" Series C Lettering. No products, goods and services, accessory activities or descriptive advertising words, phrases or slogans shall be displayed on a business sign. The word "Diesel" shall be permitted on the "FUEL" business sign of a facility that provides Diesel motor fuel.

C. Supplemental Information on Business Signs (Flashes). Flashes consist of a solid color 6" stripe with a contrasting legend along the bottom edge of a business sign. Flashes may be used to convey the following information:

1. Twenty-four Hours. A business that is open 24 hours per day may use a highway red flash with the legend "24 HOURS" in white 4" block lettering.
2. Attractions. A business that qualifies under camping, but is placed on the "ATTRACTIONS" specific information sign may use a highway yellow flash with the legend "CAMPING" in black 4" block letters. A business that qualifies as an attraction, but is not open seven days a week, must use a highway yellow flash with the continuous days of operation in black 4" letters. (ex: "MON - FRI" or "TUE - SUN")

D. Single-Exit Interchanges. The name of the specific service followed by the exit number shall be displayed in one line above the business signs. At unnumbered interchanges the directional legend "NEXT RIGHT (LEFT)" shall be substituted for the exit number.

E. Double-Exit Interchanges. The specific information signs shall consist of two sections, one for each exit. The top section shall display the business signs for the first exit and the lower section shall display signs for the second exit. The name of the specific service followed by the exit number shall be displayed in one line above the business signs in each section. At unnumbered interchanges the directional legends "NEXT RIGHT (LEFT)" and "SECOND RIGHT (LEFT)" shall be substituted for the exit numbers. Where a specific service is to be signed for at only one exit, one section of the specific information sign may be omitted, or a single-exit interchange sign may be used.

F. Split Signs. In remote rural areas where not more than three qualified facilities are available for each of two or more specific services or urban areas where space is not available for more than two signs, business signs for two specific services may be displayed on the same specific information sign. The specific

information sign shall consist of two sections, one for each service. The top section shall display the business signs for the first service and the lower section shall display signs for the second service. The name of the specific service followed by the exit number shall be displayed in one line above the business signs in each section. Business signs should not be combined on a specific information sign when it is anticipated that additional service facilities will become available in the near future.

G. Priority. If space is limited, when an interchange is brought into the Specific Services Program, priority for signs will be given to FUEL, FOOD, LODGING, CAMPING and ATTRACTIONS in that order. Combined specific information signs shall be used to provide signing for all services with qualifying businesses, even if there are more than three qualifying businesses in a particular service.

#### H. Size

1. Specific Information Signs. The allowed sizes and layouts shall be as shown in the "DETAILS FOR SPECIFIC INFORMATION SIGNS."

2. Business Signs. Signs displayed on a mainline specific information panel shall be 48" x 36". Signs displayed on a ramp specific information panel or trailblazer shall be 24" x 18". The legend on ramp or trailblazer business signs shall be the same as on the mainline sign only proportionately smaller.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:785 (July 1992), LR 19:353 (March 1993), LR 22: (March 1996).

### **§111. Special Requirements**

A. Business sign applications will be accepted on a "first-come" basis. Businesses must meet the distance requirements from each approach independently in order to be signed on each approach. All distance criteria are to be determined in accordance with the provisions stated in §107.A.2.

B. The specific information signs shall be fabricated and installed by the department. All business signs shall be furnished by the businesses at no cost to the department and shall be manufactured in accordance with the department's standards or special specifications and/or supplements thereto, for both materials and construction. Signs not meeting these requirements shall not be installed.

C. No business shall be eligible to participate in the Specific Services (LOGO) Signing program while advertising on an illegal outdoor advertising sign.

D. When one or more businesses at an interchange meeting the requirements of §107.A.2 agree to participate in the Specific Services (LOGO) Signing program, the general motorist service sign at that interchange shall be removed. General services other than FUEL, FOOD, LODGING, CAMPING and ATTRACTIONS shall be signed for using an independently mounted symbolic service sign.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:786 (July 1992), LR 19:354 (March 1993), LR 22: (March 1996).

### **§113. Fees and Agreements**

The fees and renewal dates shall be established by the department. Notification will be given 30 days prior to changes in fees.

1. Businesses will be invoiced for renewal 30 days before the renewal date. The fee shall be remitted by check or money order payable to the LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT. Failure of a business to submit the renewal fee(s) by the annual renewal date shall be cause for removal and disposal of the business signs by the department. The initial fee shall be prorated by the department to the annual renewal date to cover the period beginning with the month following the installation of the business signs.

2. When requested by a business, the department, at its convenience may perform additional services in connection with changes of the business sign. A service charge shall be assessed for each business sign changed, and any new or renovated business sign required for such purposes shall be provided by the applicant.

3. The department shall not be responsible for damages to business signs caused by acts of vandalism, accidents, natural causes (including natural deterioration), etc. requiring repair or replacement. In such events the business shall provide a new or renovated business sign together with payment of a service charge fee per sign to the department to replace such damaged business sign(s).

4. Individual businesses requesting placement of business signs on a specific information sign shall submit to the department a completed application form provided by the department.

5. Businesses must submit a layout of professional quality or other satisfactory evidence indicating design of the proposed business sign for approval by the department before the sign is fabricated.

6. No business sign shall be displayed which, in the opinion of the department, does not conform to the department's standards, is unsightly, badly faded, or in a substantial state of dilapidation. The Department shall remove, replace, or mask any such business signs as appropriate. Ordinary initial installation and maintenance service shall be performed by the department and removal shall be performed upon failure to pay any fee or for violation of any provision of these rules. The business (applicant) shall provide all business signs.

7. When a business sign is removed, it will be taken to the business during normal business hours. If

the sign cannot be left with the business (closed, new owners, etc.), it will be taken to the district office of the district in which the business is located. The business will be notified of such removal and given 30 days in which to retrieve their business sign(s). After 30 days the business sign will become the property of the department and will be disposed of as the department shall see fit.

8. Should a business qualify for business signs at two or more interchanges, the business sign will be installed at the nearest interchange. If the business wants signing at the other interchanges, it may be so signed provided it does not prevent another business from being signed. Should a business qualify for two or more services at one business location, it may do so provided the secondary business does not prevent another primary business from participating in the program. The primary business will be determined by the department.

9. When it comes to the attention of the department that a participating business does not meet the minimum criteria, the business will be notified that it has a maximum of 30 days to correct any deficiencies or its signs will be removed. If the business later applies for reinstatement, this request shall be handled in the same manner as a request from a new applicant with a service charge per sign for reinstallation.

10. The department reserves the right to cover or remove any or all business signs in the conduct of its operation or whenever deemed to be in the best interest of the department or the traveling public without advance notice thereof. The department reserves the right to terminate this program or any portion thereof by furnishing the business written notice of such intent not less than 30 calendar days prior thereto.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:784 (July 1992), LR 19:352 (March 1993), LR 22: (March 1996).

### **Part III. Office of Highways**

#### **Chapter 3. Installation of Specific Services (LOGO) Signing**

##### **§§301—313.**

Repeal to recodify in LAC 70:I.Chapter 1, Subchapter A.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:461.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways, LR 11:782 (August 1985), amended LR 18:784 (July 1992), LR 19:352 (March 1993), repealed LR 22: (March 1996).

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