

MICROFILM DIVIDER

OMB/RECORDS MANAGEMENT DIVISION
SFN 2053 (2/85) 5M



ROLL NUMBER

DESCRIPTION

1388

2007 HOUSE TRANSPORTATION

HB 1388

2007 HOUSE STANDING COMMITTEE MINUTES

Bill/Resolution No. HB 1388

House Transportation Committee

Check here for Conference Committee

Hearing Date: 02-01-2007

Recorder Job Number: 2551

Committee Clerk Signature

Linda M Thomas

Minutes:

Chairman Weisz opened the hearing on HB 1388. All representatives were present.

HB 1388 relates to a logo sign program.

Rep. Dosch introduced the bill. See written testimony.

Rep. Kelsch: The first part of your testimony, I believe you stated in there that "potentially, Newman signs would be able to develop these signs". Isn't that in fact erroneous because aren't these signs made by the DOT?

Rep. Dosch: The state has the option of doing it themselves or contracting it out. Newman signs can do it, they currently produce our highway signs.

Rep. Weisz: Based on the language, you would see this bill working from the standpoint of X gets a bid for x amount of dollars to get the contract, then they have to go out and sell enough advertising space to make money on it and whatever they make, the state gets x amount and the contract is up at a specific time and at that time, the DOT has the ability to decide the length of contract, etc, or how do you?

Rep. Dosch: You are right, the bill calls for the subcontracting of this out. There are companies across the U.S. that do this, such as Newman Signs, from the DOT standpoint and I believe if you look at the fiscal note on it, the DOT according to how it is done in other state,

can actually pick up and make a few dollars on this venture as well. It's a win win for the department and the business.

Rep. Ruby: You mention that the cost of a billboard can be ten thousand dollars, do you have any idea of what kind of cost it would be for a logo on these other signs?

Rep. Dosch: It is my understanding that in other states and again, it depends on how it is priced out, but right around fifteen hundred dollars a year to get a logo sign put up. It varies depending on the vendor. They take volume into account on particular roads to help set their fee schedule, but on average that is it.

Rep. Ruby: In your testimony, you did talk about some access to the signs, and who would get access to the signs if there is a limited number and apparently you wouldn't be able to get on there if you don't have a logo that people recognize? Is there small town stores that could use this?

Rep. Dosch: Those guidelines, and regulations there is no requirement that only the big franchises can put their logos on here.

Rep. Delmore: Is there a limit of signs by each exit?

Rep. Dosch: There are some limitations on that, I'm not familiar with what those are.

Rep. Thorpe: We've heard this before, and these logo signs are mostly for hospitality industry use, or can a welding shop be on there?

Rep. Dosch: It is limited to food, lodging, and attractions and camping.

Rep. Owens: Is there one for services such as gas?

Rep. Dosch: Yes, that is included.

Bill Shalhoob, Motel and Restaurant owner, spoke in support of the bill.

Shalhoob: This is a customer issue. I chaired the GND Sunday opening committee and I can tell you that I have not been in a shopping center on a Sunday, on the other hand, I had my

guests who were telling me that they wanted to shop on Sunday and when enough of them tell you this, you try to do it. I think this is the same issue.

Terry Harzinski, Executive Director of the Bismarck-Mandan Convention and Visitors Bureau, spoke in support of the bill. See attached testimony.

Rep. Kelsch: The way that the bill is written, you wouldn't be able to have a sign that said the Bismarck-Mandan Convention and Visitors Bureau, would you?

Harzinski: I don't think so.

Robert Harms, Hospitality Association, spoke in support of the bill.

Harms: We always talk about the tourism industry being second to energy industry in ND, but one of the most important industries in our state, you have a number of bills in front of you this session, there is millions of dollars each year to promote the state to the rest of the country.

We think that HB 1388 is a good tool to help us accommodate our guests once they get here. It just seems to make sense and it's time has come to be passed.

Rep. Ruby: Are these signs only on interstate?

Rep. Dosch: No, any highway system.

Nicki Weismann, ND Hospitality Association, submitted written testimony. See attached.

Chairman Weisz allowed for opposition at this time.

Harold Newman, owner of Newman Signs spoke in opposition to the bill.

Newman: I have been in the business for fifty years that means that I was in the business in 1964, when the ladybird act was passed. I was very active in the bill. I don't think it's productive to go through all the details. In any event, it is going too heard twelve times between the Senate and the House to go through the same issue and basically study it again.

In defense to that, when you enter into a contract with the federal government, for this issue, you are giving up local control. You are not able to install these signs, whether it's interstate,

the primary system just any old place where you feel like it. Generally speaking, if you are in the ditches, the reason they are in the ditches is for safety, they are installed on breakaway posts, they are elaborately built they cost about five thousand four hundred dollar to build on that is ten foot high by sixteen feet long to accommodate these logos. Of course, we have talked previously about the fairness of the act as to not only the location, but the inability for any independent business that isn't paying a logo some twenty-five hundred to four thousand dollars a month to get that logo or flag and also to be able to put it on their sign. It is a costly program. Pennsylvania is an example that nineteen hundred dollars per month to get one logo put on their panel. South Carolina, which as far as we know is the highest, two thousand five hundred dollars per logo per month to be on that number one spot. What does a person pay for a business that isn't on the number one spot? Not a whole lot less. It is an expensive procedure. As to the so called "monopoly" issue, I would suggest to you that if you don't like to buy a billboard from a sign company, you can go down to the lumber yard and you can buy a four by eight sheet of plywood and you can put it up any place in North Dakota that is zoned commercial or industrial. That issue needs to be addressed. You can have your own sign, there are all kinds of way of doing it. Relative to what the state would get out of this, according to the fiscal note, it is virtually nothing. Our company, in 2006, paid land owners one million sixteen thousand dollars, total for the year and we think that is a substantial amount of money to pay them for the use of their property, but it works. I don't believe that to have a McDonalds or Perkins located before somebody else.

Rep. Dosch: You indicated that you would be giving up local control by going out of these logo sign programs, aren't your billboards under, is that local or federal control?

Newman: There is criteria for both of them. One of them is synonymous with the plywood, it has to be industrial or commercial location outside of the city.

Rep. Dosch: My question is, on the highway system, are your billboards subject to local control or is that federal guidelines?

Newman: The federal standards have to do with size, lighting and spacing.

Rep. Dosch: You indicated that you could go down to the lumber yard and put up your own sign, aren't there federal guidelines as far as the requirements of these?

Newman: You misunderstood it. You can build your own sign and put it up as long as it doesn't exceed six hundred square feet and isn't closer than five hundred square feet on the interstate, you can put your sign up.

LaVern Berglof, of Newman signs, spoke in opposition to the bill.

Berglof: Most of the ramps already have all of the signs you can fit in that area. That tells me that the first sign coming in there is going to be the sign that is prior to getting to the exit. The only other way they are going to get some more signs in those exit areas is to remove some and I'm wondering whose you are going to remove? They don't want their signs removed. Under this and federal law, they can only be one hundred feet on the ramp. That is going to limit the ramps. Bismarck, you can have one sign before Expressway, but when you get from expressway to Hwy 83, it is already full.

Carol Hankin, Newman signs, spoke in opposition to the bill. At this time, Hankin passed out a board game to Rep. Thorpe and had him play a game with her regarding who would be chosen for these signs.

There was no further testimony. The hearing was closed. No action was taken at this time.

2007 HOUSE STANDING COMMITTEE MINUTES

Bill/Resolution No. HB 1388

House Transportation Committee

Check here for Conference Committee

Hearing Date: 02-02-2007

Recorder Job Number: 2696

Committee Clerk Signature

Laura M Thomas

Minutes:

Chairman Weisz allowed committee discussion on HB 1388. All Representatives were present. HB 1388 relates to a logo sign program.

Rep. Owens: I am trying to find in writing, one thing, in federal law that may affect my view and Rep. Kelsch assured me it was in the federal law, but I haven't been able to find it yet.

Rep. Kelsch: Did you look at the information that was at your desk?

Rep. Owens: No I have not yet. The comment that the business closest to the exit had to be in the number one position. That goes against the contracts that I am familiar with in other states. It's all part of the franchise and the company that allows them on how they market it. They position it according to who is willing to pay the most.

Rep. Weisz: Maybe those within that three mile get first dibs and if there is not enough, you can keep widening the circle.

Rep. Kelsch: It would be the nearest six to the intersection; technically it will be the ones nearest the intersection.

Rep. Dosch: But that doesn't, there could be fifteen businesses with that three mile radius and it doesn't mean that the first six closest get the sign.

Rep. Kelsch: However, the priority is those fifteen businesses with in the three mile radius would have priority.

Rep. Dosch: I suggest we hold this until Monday.

Rep. Kelsch: Why wouldn't we have to do it if there is a fiscal note on there? There is a fiscal note, hello.

Rep. Weisz: Maybe we should act on it and get it to appropriations.

Rep. Owens: I can look up the information I want anyways.

Rep. Owens moved a DO PASS. Rep. Dosch seconded.

Rep. Kelsch: A couple of things to clarify, I think it was, the discussion was pretty pointed at one company inferring a monopoly in the state, which it is NOT, and just wanted to clarify for the record that there are following our billboard companies that do business in North Dakota: Lamar Outdoor, Swiftlock, Franklyn, Delight, they mostly operate on the eastern border of North Dakota. There is Houston signs, Keith signs, and another one out of Miles City Montana which owns ten billboards in the Dickinson are and they are in the process of selling to Houston, and Cooke signs also have a lot of signs in North Dakota and also as a point of interest, there are currently three states that are in the process of amending their statutes to take out the logo signs based on the fact that the federal highway guidelines are concerned about the fact that you have logo signs. People turn off to these businesses and the they do not operate twenty four hours a day. There have actually been by travelers into the states have threatened lawsuits against the state because the stores are not twenty four hours a day. That is information that I received. I do want to say that I think that when we testify in committees we need to be careful when we are pointing directly to an individual or specific company because I think that there was some pretty hard feelings yesterday and it was expressed by

several people in the halls to legislators that felt as though the testimony yesterday was a little bit disrespectful.

Rep. Dosch: You talk about disrespectful, anyone can agree or disagree with me, but there were many facts yesterday that were simply not true, given from the other side and that is very frustrating and talk about disrespectful. As far as these sign services not being open twenty four hours a day, (Rep, Kelsch is working on her phone at this time), this logo sign service is contracted out to a private entity that does this as a business, so there is no liability to the state any more than when you drive down the highway system and you see a sign that says services, that someone is going to get sued because someone is going to turn off the interstate and they are not open. It is more of this misinformation. This system is working in forty-six other states.

The question is called.

Roll Call Vote for a DO PASS motion: 3 yes. 10 no. 0 absent.

Motion failed. Rep. Kelsch moved a DO NOT PASS. Rep. Delmore seconded.

Roll Call Vote: 10 yes. 3 no. 0 absent.

Carrier: Rep. Kelsch

FISCAL NOTE
 Requested by Legislative Council
 01/15/2007

Bill/Resolution No.: HB 1388

1A. **State fiscal effect:** *Identify the state fiscal effect and the fiscal effect on agency appropriations compared to funding levels and appropriations anticipated under current law.*

	2005-2007 Biennium		2007-2009 Biennium		2009-2011 Biennium	
	General Fund	Other Funds	General Fund	Other Funds	General Fund	Other Funds
Revenues				\$50,000		\$100,000
Expenditures				\$2,000		\$2,000
Appropriations				\$2,000		\$2,000

1B. **County, city, and school district fiscal effect:** *Identify the fiscal effect on the appropriate political subdivision.*

2005-2007 Biennium			2007-2009 Biennium			2009-2011 Biennium		
Counties	Cities	School Districts	Counties	Cities	School Districts	Counties	Cities	School Districts

2A. **Bill and fiscal impact summary:** *Provide a brief summary of the measure, including description of the provisions having fiscal impact (limited to 300 characters).*

HB 1388 requires the NDDOT to establish a logo program by contract with a qualified business.

B. **Fiscal impact sections:** *Identify and provide a brief description of the sections of the measure which have fiscal impact. Include any assumptions and comments relevant to the analysis.*

NDDOT studied a similar bill during the 2003 legislative session. During this study, it was found that the majority of states contract their logo signing operation to a consulting/contracting company. As a result, costs to the state are minimal. We determined that Montana and Minnesota receive approximately \$50,000 per year from a similar arrangement in the infancy of their programs. Those revenue estimates were used as a basis for this fiscal note.

A few states own their own signs (South Dakota for example) and charge for individual signs. We have no projection of income from that example.

3. **State fiscal effect detail:** *For information shown under state fiscal effect in 1A, please:*

A. **Revenues:** *Explain the revenue amounts. Provide detail, when appropriate, for each revenue type and fund affected and any amounts included in the executive budget.*

Based on the experience of Montana and Minnesota, we estimate we would receive approximately \$50,000 of income from signing contractors per year. It's assumed that it would take a year to get the program into place should this bill be enacted, thus only one year of the next biennium would see additional revenue.

B. **Expenditures:** *Explain the expenditure amounts. Provide detail, when appropriate, for each agency, line item, and fund affected and the number of FTE positions affected.*

It is assumed that a contractor would need to be selected through a "Request for Proposal" process, which would result in a printing and advertising costs. One or more public meetings may also be needed. It is assumed that the contractor would handle the majority of the logo implementation process as well as the ongoing costs of maintaining the program.

C. **Appropriations:** *Explain the appropriation amounts. Provide detail, when appropriate, for each agency and fund affected. Explain the relationship between the amounts shown for expenditures and appropriations. Indicate whether the appropriation is also included in the executive budget or relates to a continuing appropriation.*

The DOT would need an additional \$2,000 to implement the provisions of this bill.

Name:	Brad Darr	Agency:	NDDOT
Phone Number:	328-4443	Date Prepared:	01/24/2007

Date: 2-2-07
 Roll Call Vote #: 1

2007 HOUSE STANDING COMMITTEE ROLL CALL VOTES
 BILL/RESOLUTION NO. 1388

House Transportation Committee

Check here for Conference Committee

Legislative Council Amendment Number _____

Action Taken Do Pass

Motion Made By Owens Seconded By Dosch

Representatives	Yes	No	Representatives	Yes	No
Chairman Weisz		✓	Rep. Delmore		✓
Vice Chairman Ruby	✓		Rep. Gruchalla		✓
Rep. Dosch	✓		Rep. Myxter		✓
Rep. Kelsch		✓	Rep. Schmidt		✓
Rep. Owens	✓		Rep. Thorpe		✓
Rep. Price		✓			
Rep. Sukut		✓			
Rep. Vigasaa		✓			

Total Yes 3 No 10

Absent _____

Floor Assignment _____

If the vote is on an amendment, briefly indicate intent:

Date: 2-2-07
 Roll Call Vote #: 2

2007 HOUSE STANDING COMMITTEE ROLL CALL VOTES
 BILL/RESOLUTION NO. 1388

House Transportation Committee

Check here for Conference Committee

Legislative Council Amendment Number _____

Action Taken Do Not Pass

Motion Made By Kelsch Seconded by Delmore

Representatives	Yes	No	Representatives	Yes	No
Chairman Weisz	✓		Rep. Delmore	✓	
Vice Chairman Ruby		✓	Rep. Gruchalla	✓	
Rep. Dosch		✓	Rep. Myxter	✓	
Rep. Kelsch	✓		Rep. Schmidt	✓	
Rep. Owens		✓	Rep. Thorpe	✓	
Rep. Price	✓				
Rep. Sukut	✓				
Rep. Vigasaa	✓				

Total Yes 10 No 3

Absent _____

Floor Assignment Rep. Kelsch

If the vote is on an amendment, briefly indicate intent:

REPORT OF STANDING COMMITTEE

HB 1388: Transportation Committee (Rep. Welsz, Chairman) recommends DO NOT PASS
(10 YEAS, 3 NAYS, 0 ABSENT AND NOT VOTING). HB 1388 was placed on the
Eleventh order on the calendar.

2007 TESTIMONY

HB 1388

Rep Dosch Intro

HB 1388
TRANSPORTATION COMMITTEE
R. WEISZ, Chairman

Mr. Chairman and members of the Transportation Committee, for the record my name is Representative Mark Dosch District 32. I come before you today in support of HB 1388.

This bill is about highway logo signs. For those you don't know, here are some examples of what we will be talking about this morning.

Who can also tell me what is wrong with this picture (see Logo Map sign)? That's right; ND sticks out like a sore thumb as one of only two states in the contiguous US that do not have a logo sign program.

One of the challenges we face in North Dakota is how do we get people traveling through our State to pull off our interstates and into our communities?

I have had nothing but positive comments in regards to the need for this Logo Sign program. You will find these logo signs in every state around us and across the country. South Dakota has them, as does Minnesota and Montana, in fact every state in the contiguous US with the exception of only ND and Vermont have a Logo Sign program.

This bill is supported by small business across the state, as it is the only affordable avenue that most business has to advertise their business.

The Beautify American Act of 1964 limited the amount of highway advertising that is allowed. Bill Boards that we currently see along our highway system are regulated by the federal government. What this means is that there is a limited number of bill boards that are available. In fact, many exit locations into most our major cities are full, with waiting lists, making advertising for most business simply unavailable. Because of the limited "supply and demand" nature of our current bill boards means that the cost to advertising is reaching astronomical amount. In many cases, the cost for a single bill board approaching our major cities can cost up to \$10,000 per year per sign, placing this option out of reach for most small to medium business in our state.

Thus the ability to advertise one's business on our highway system is severely limited and cost prohibitive for most businesses

But there is another option for our business and attractions across the state, and that is the Logo Sign program. This program is allowed by the Beautify American Act as an alternative and in conjunction with the bill board advertising. The Federal government realized that limiting the number of bill boards would adversely affect business ability to advertise on our highway system, has authorized this is Logo Sign program to work hand in hand with the billboards.

This is why virtually every other state has BOTH a bill board advertising and Logo Sign program.

Now I'm sure the question that everyone is asking your self is, why is ND one of only two states in the contiguous US not to have a logo sign program? Why does ND stick out like a sore thumb?

Unfortunately it has nothing to do with what is best for ND or ND business, rather it has everything to do with politics, and one man, and one company. Unfortunately this man holds a monopoly on highway advertising in this state.

It is an unbelievable frustration to talk to people who are excited about the Logo sign program, and the great things it can do for the people, business, attractions and tourism in our state. But in talking to these people they think it is a great idea... but... is how the conversation typically will lead to... your know who is going to try and get this defeated... one man and one company who's interest apparently come before that of the people of ND.

Blocking the ability of business to advertise along the highway system has cost our businesses, our communities and tourism in this state millions of dollars each year in lost sales, and has resulted in substantial losses to the state in the form of lost sales tax revenue from those sales.

You will hear from them (the opponents) today no doubt to once again try and defeat this legislation to assure that their monopoly and strangle hold continues on.

What will they tell you? Prepare for the smoke and mirrors.

They will tell you such things as the Logo program has far too many federal regulations for business to comply with. Funny thing is that apparently every other state can figure them out. (What are they implying about business in ND – were not smart enough?)

They will tell you other things like there are too many restrictions for business to comply with such as required distance to the intersection, opening and hours requirements, who gets first priority, and extremely complicated things like, what happens if a gas station sells gas and hot dogs, should they be on the Gas sign or Food sign? All extremely complicated things that apparently every other state can figure out but not ND?

They will also tell you that the program is “unfair and keeps the traffic on the interchange” Really! Apparently they do acknowledge that the signage does work and does in fact pull people off the interstate, the precise thing we want to accomplish. In fact, where do most of our communities have our Visitors centers? Close to the interchanges. This tells me that if we are in fact successful in pulling people off the interstate there is at least some chance that they may see our community and visitor center and perhaps check out what else we have to offer. Apparently they think it is better to let people just keep on trucking THROUGH our state. Each day on average 8000

vehicles travel between Montana and MN Just on I-94 and another 8500 on I-29 border to border both directions. That's 16500 lost advertising opportunities each day!

Participating Business (Logo Sign Users) Survey

- 44% of the respondents estimate that more than 50% of their business is derived from the target audience of the logo signs – that is: interstate travelers.
- When asked, has your business benefited from its participation in the logo signing program? 84% indicated YES.

When motorist were surveyed.

- Do you use logo signs to locate services when you are traveling?
97% said YES.

Committee members, it is time we call a spade a spade. The only reason there is any opposition is because of one man and one company who ^{wants} what's to retain his monopoly.

It is important to note, that this legislation allows for ANYONE in the State to bid on this project and take lead on the Logo sign program. To me it seems like a perfect fit for let's say a ND company like Newman signs who is furnishing and running our current bill board program (and doing a great job I may add) to also offer this Logo sign program. An opportunity to expand their business. In fact, one of the companies that provides these signs in other states is in fact owned by a bill board company.

**If they do not wish to expand their business,
It should not mean that no one else is given that opportunity.**

Your job is to see through all the smoke and mirrors and politics and to do what is right for ALL the people of ND.

I have supplied you (attached to my testimony) the list or regulations to qualify for the GAS, FOOD, LODGING, CAMPING, and ATTRACTIONS Logo signs. You will agree it is all quite simple.

Please, ask yourself the following questions in determining your vote in favor of this bill:

1. Do you support small business in ND?
2. Do you support Tourism in ND?
3. Do you support your local CVB?
4. Do you believe it is important to pull travelers off the interstate and into your communities?
5. Do you believe that more than just a few businesses should be allowed to advertise on our highway system?
6. Do you believe that it is reasonable to assume that if a Logo sign program is successful in 47 other states it will be successful in ND?
7. Do you believe that all people in ND deserve to be represented?

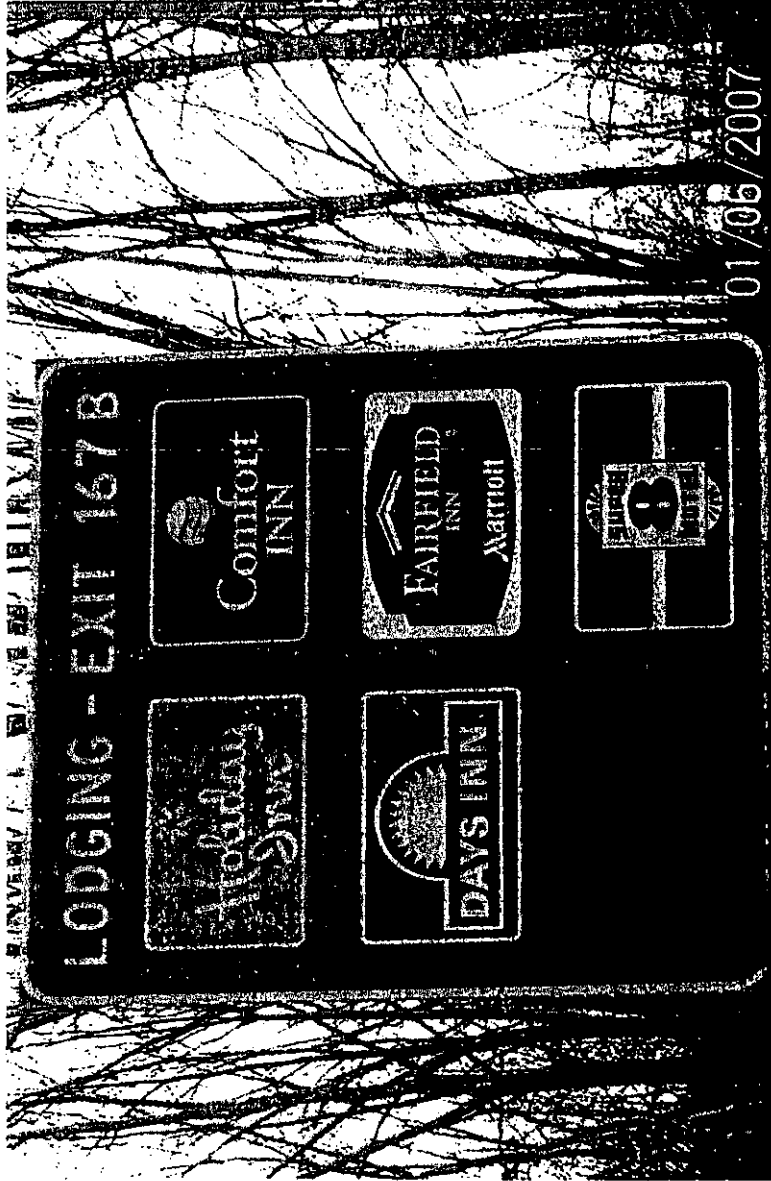
Mr. Chairman, and members, this is a very simple bill.

This bill is about giving
ND Business,
Our ND communities,
And our
ND attractions
The opportunity to
advertise.

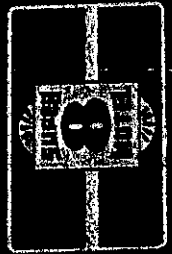
It's as simple as that!

We have nothing to lose and everything to gain.

Mr. Chairman and members of the committee, this ends my testimony and I respectfully request your support for a DO PASS recommendation. I will be happy to answer any questions.

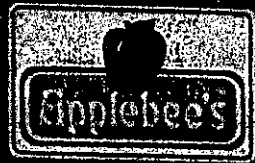


LODGING - EXIT 167B

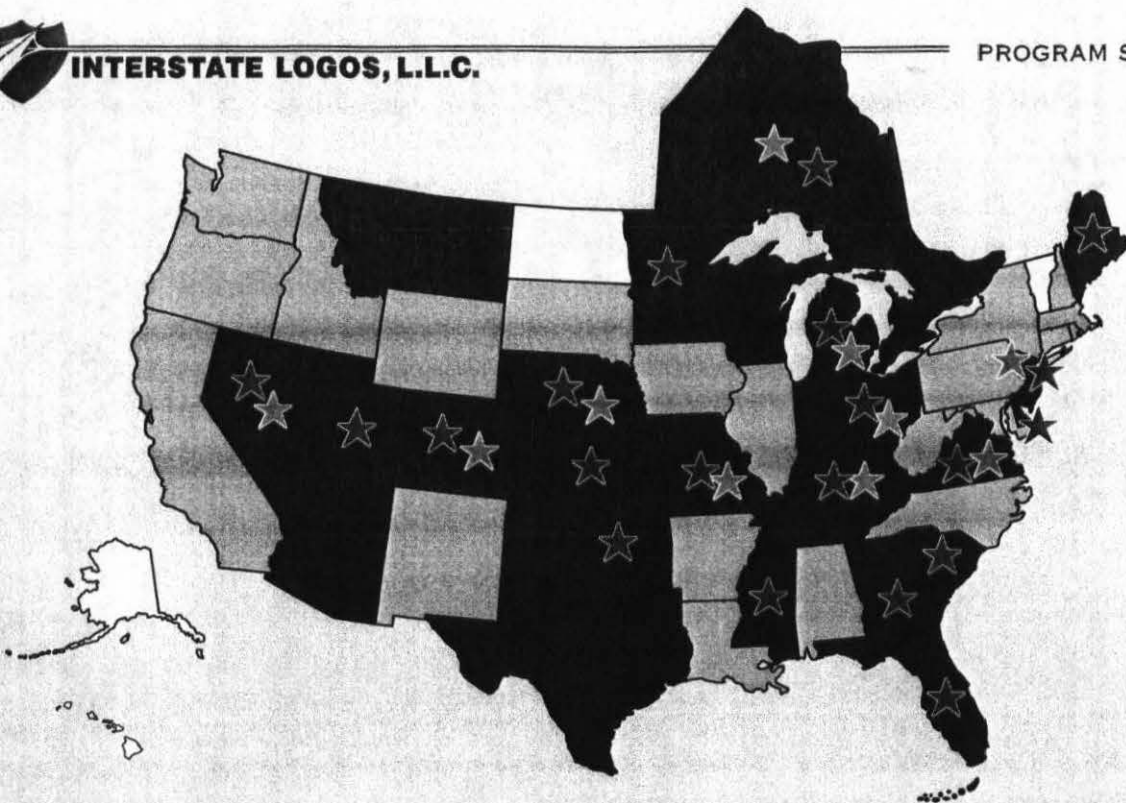


01/06/2007

FOOD - EXIT 167 B



01/06/2007



■ Logo Contract

Program	Contract Selection Dates
Arizona	12-1987
★ <u>Colorado</u>	3-1999
★ Delaware	8-1999
★ <u>Florida</u>	12-1996
★ <u>Georgia</u>	4-1995/8-2005
Indiana	6-1988
★ Kansas	5-1993
★ <u>Kentucky</u>	10-1993/1-2005
★ Maine	1-2001
★ Michigan	2-1996/8-1999
★ Minnesota	8-1985/3-1995
★ <u>Mississippi</u>	9-1993/7-2004
★ Missouri	1-1991
Montana	3-1990
★ Nebraska	12-1988
★ Nevada	6-1992/3-2002
★ New Jersey	5-1996/9-2004
★ Ohio	12-1991/1-2002
★ Oklahoma	4-1989/4-2005
★ Ontario Province	9-1998
★ <u>South Carolina</u>	8-1995/5-2006
Tennessee	7-1989
Texas	3-1993
★ Utah	4-1990
★ <u>Virginia</u>	10-1995/9-2004
Wisconsin	7-1986/3-1994

★ TODS Contract

Program	Contract Selection Dates	Program	Contract Selection Dates
★ Colorado	3-99	★ Nevada	3-02
★ Kentucky	10-93	★ New Jersey	7-99
★ Michigan	9-97	★ Ohio	12-95
★ Missouri	5-00	★ Ontario Province	11-96
★ Nebraska	2-97	★ Virginia	1-04

■ State Logo

Program		
Alabama	Maryland	Rhode Island
Arkansas	Massachusetts	South Dakota
California	New Hampshire	Washington
Connecticut	New Mexico	West Virginia
Idaho	New York	Wyoming
Illinois	North Carolina	
Iowa	Oregon	
Louisiana	Pennsylvania	

□ No Logo

Program	
Alaska	North Dakota
Hawaii	Vermont

★ Interstate Logos, L.L.C. - Logo Contracts
★ Interstate Logos, L.L.C. - TODS Contracts

Converted from State-Run Program

CHAPTER 2F. SPECIFIC SERVICE SIGNS

Section 2F.01 Eligibility

Standard:

Specific Service signs shall be defined as guide signs that provide road users with business identification and directional information for services and for eligible attractions.

Guidance:

The use of Specific Service signs should be limited to areas primarily rural in character or to areas where adequate sign spacing can be maintained.

Option:

Where an engineering study determines a need, Specific Service signs may be used on any class of highways.

Guidance:

Specific Service signs should not be installed at an interchange where the road user cannot conveniently reenter the freeway or expressway and continue in the same direction of travel.

Standard:

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 the licensing and approval of service facilities.

The attraction services shall include only facilities which have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public.

Distances to eligible 24-hour pharmacies shall not exceed 4.8 km (3 mi) in any direction of an interchange on the Federal-aid system.

| Rev. 1

Guidance:

Except as noted in the Option below, distances to eligible services other than pharmacies should not exceed 4.8 km (3 mi) in any direction.

| Rev. 1

Option:

If, within the 4.8 km (3 mi) limit, facilities for the services being considered other than pharmacies are not available or choose not to participate in the program, the limit of eligibility may be extended in 4.8 km (3 mi) increments until one or more facilities for the services being considered chooses to participate, or until 25 km (15 mi) is reached, whichever comes first.

| Rev. 1

Guidance:

If State or local agencies elect to provide Specific Service signing, there should be a statewide policy for such signing and criteria for the availability of the various types of services. The criteria should consider the following:

- A. To qualify for a GAS logo panel, a business should have:
 1. Vehicle services including gas and/or alternative fuels, oil, and water;
 2. Modern sanitary facilities and drinking water;
 3. Continuous operation at least 16 hours per day, 7 days per week for freeways and expressways, and continuous operation at least 12 hours per day, 7 days per week for conventional roads; and
 4. Public telephone.
- B. To qualify for a FOOD logo panel, a business should have:
 1. Licensing or approval, where required;
 2. Continuous operations to serve at least two meals per day, at least 6 days per week;
 3. Public telephone; and
 4. Modern sanitary facilities.
- C. To qualify for a LODGING logo panel, a business should have:
 1. Licensing or approval, where required;
 2. Adequate sleeping accommodations;
 3. Public telephone; and
 4. Modern sanitary facilities.
- D. To qualify for a CAMPING logo panel, a business should have:
 1. Licensing or approval, where required;
 2. Adequate parking accommodations; and
 3. Modern sanitary facilities and drinking water.
- E. To qualify for an ATTRACTION logo panel, a facility should have:
 1. Regional significance; and
 2. Adequate parking accommodations.

House Bill 1388

Testimony

Terry Harzinski, Executive Director
Bismarck-Mandan Convention and Visitors Bureau

Chairman Weisz and Transportation Committee members, my name is Terry Harzinski, Executive Director of the Bismarck-Mandan Convention and Visitors Bureau. Our organization supports House Bill 1388, the so called logo sign bill.

We feel that business logo signs at highway exits, especially along our Interstate highway system would be a great help to our state's visitors. I'm sure all of you have seen them. Travelers are certainly accustomed to seeing them and relying on them since all but four (4) states have them. In addition to North Dakota, Vermont, Alaska and Hawaii are the only other states not using logo signs at highway exits.

In past years, opponents of this type of legislation have said logo signs would compete with the purchase of billboards. I know here in the Bismarck-Mandan area there aren't even any billboards available as you're approaching the city limits. Others have said it would give national chains an unfair advantage. When I've seen a national fast food chain logo on an exit sign, I've always found other restaurant options there too as well as gas stations and other businesses. You have to get travelers off the highway to spend money.

I hope you'll give House Bill 1388 a "do pass" recommendation.

Submitted By Nicki Weisman
NDHA

Mr. Chairman and members of the Transportation Committee, my name is Terri Thiel and I am the Executive Director of the Dickinson Convention & Visitors Bureau. The Dickinson CVB supports House Bill 1388.

The Business Logo Signs (a.k.a. Specific Service Signs) provide travelers with business identification and directional information for essential motorist's services. As you have heard from the testimony today, the logo signs are a valuable tool that many states, not only around us, but also on each coast of the United States have adopted. Missouri, Tennessee, Pennsylvania, Kentucky, Minnesota, Michigan, New York, Ohio, Maryland, New Jersey, California and Hawaii are just a few of the states that I have found on the Internet that give information on their logo sign programs.

Our hotels, restaurants, gas stations and campgrounds are in the hospitality industry. Logo signs provide customers, the traveler, information that conveys the services that the automobile driver is looking for. Customer service is provided in a variety of ways and the logo signs are a perfect example.

Billboards do a wonderful job and definitely have their place, but they are not able to be stacked next to each other at all exits, where the logo signs can do that. Logo signs are not a replacement for billboard advertising, but merely another tool for not only a business to advertise, but also for the consumer to use as information.

Recently I spoke at a conference in Glendive, MT. Earlier in the day I made a hotel reservation and drove into Glendive at approximately 6 pm. It was very dark at that time and I was unfamiliar with the directions to the hotel until I recognized the hotel's logo on their blue logo sign. I knew immediately where to turn to drive to my reservation. This was extremely helpful since I had not been to Glendive in quite a while, and I was not looking forward to searching for this hotel upon entering the community in the dark.

This bill would provide a needed tool for the travelers that are entering and traveling through out our state.

Please support **HB 1388**.

Sincerely,

Terri Thiel
Executive Director
Dickinson CVB

Nicki Weissman

From: "Dustin Jensen" <DustinJ@NGLOBE.com>
To: "Nicki Weissman" <nicki.ndha@btinet.net>
Sent: Thursday, January 25, 2007 4:43 PM
Subject: RE: House Bill # 1388

I love this program the other 3 states I do business in does this and it is very successful.

Dusty Jensen
Regional VP of Operations
Apple Core Enterprises
701-866-2783
dustinj@nglobe.com

From: Nicki Weissman [mailto:nicki.ndha@btinet.net]

Sent: Thursday, January 25, 2007 4:24 PM

To: Wrangham, Dwight R.; William O'Keefe; Wayne Tanous; Warren Ackley; Vuginia Schumacker; Troy Olson; Tony Pupillo; Tony Kvasager; Tom Woodmansee; Tom Schoenfelder; Tom Miller; Tom Kovar; Tom Foulkes; Tom Abar; TJ Russell; Tim Brick; Theresa Rocheleau; Terri Thiel; Ted Swiontek; Tamra; Susie White; Sue Burns; Steven Lind; Steve Letnes; Steve Hatfield; Steve Asskre; Sindy Keller; Sheila Picard; Shaun Johnson; Shannon Gangle; Shannon Doll; Shane Goettle; Scott Schafer; Sara Coleman; Sandy Fleck; Sam McQuade; Ron Buresh; Ron; Rod Reinhardt; Robin Knudson; Robert Nicols; Robert Ebger; Rob Hanson; Rick Weissner; Rick LaFleur; Rich Wardner; Randy Morsch; Randy Hatzenbuhler; Randy Frost; Phyllis Thompson; Pete Zimmerman; Penny; Paul West; Paul Lucas; Paul Endres; Pam Torgerson; Pam Davis; Orlyn Rosaasen; Nate Kessler; Natalie Muruato; Nancy Jo Bateman; Monty & Theresa Maniruzzaman; Mona Arnold; Mike Towle; Mike Smith; Mike Smith; Mike Savelkoul; Mike Reek; Mike Primrose; Mike Perdue; Mike McMenemy; Mike Kraft; Mike Klocek; Mike Jacobson; Mike Hagen; Michael O'Keefe; Mary Uhren; Mary Pat Barbere; Marty & Crystal Mulder; Marsha M. Lembke; Mario Nelson; Mark Schoemaker; Mark Doyle; Mark Dosch; Mark Dosch; Lyle Schneider; Loyal Ashton; Lory Nelson; Lori Olson; Lonnie Otto; Lloyd Liken; Lisa Hixson; Linda Tavonatti; Leon Merck; Leon Hanson; Larry Isaak; Kyle Blanchfield; Kim Zahn; Kim Levine; Kim Holmes; Kevin Lundy; Kevin Klemmer; Kevin Glatt; Kevin Bouma; Kerry Paulson; Kerry Fernholz; Ken LaMont; Kellie Moser; Keith Holzer; Kathy Toft; Kathleen Buford; Karen Summers; Julie Rygg; Julie Brown; Judy Solem; Juanita & Jon Lee; Josh Gilleland; Jon Engel; Jon Bonzer; John Tweten; John Scharweber; John & Jessica Gatzke; Joel Wold; Joel Freidt; Joe Poulin; Joe Kary; JO Khalifa; Jim Mellon; Jim Mello; Jim Kasper; Jim Flynn; Jim Fleming; Jim Childs; Jesse Zwak; Jeremy Nelson; Jeremy Eide; Jeff Jaspersen; Jeff Altizer; Jason Ramstad; Jason Fridrich; Jason; Jared Anderson; Janelle Johnson; Jamie Peck; International Inn; Howard Klug; Harry Bushaw; Greg Kempel; Gene Veeder; Gene Holwegner; Gayle Hanna; Gary Buchwitz; Frankalee Aars; Frank Klein; Fran Brummund; Flash Printing; Fay Nordwick; Eric Kehr; Eric Boren; Emery Baskin; Elaine Myran; ed.conklin@mcd.com; Dustin Jensen; Dustin Mitzel; Duane Sand; Doug Scrapper; Doug Anselmin; Doris Degenstein; Dick Prozinski; Dick Dever; Derek Binstock; Denny Sotebeer; Dee Martel; Debbie Koberinski; Deb Steding; David O'Connell; David Gaudet; Dave Larson; Dave Isaak; Dave Borlaug; Dave Achtenberg; Darrell Costain; Darin DeBoer; Danny Holwerda Sr.; Daniel Bradford; Dana Bohn; Dan Gordon; Dallas Krause; Dale Strauss; Cyndi Schreiner; Curt Letnes; Curt & Linda Burdick; Craig & Jarilyn Pottenger; Cole Carley; Cochran, Larry, J 195; Chuck Murphy; Chuck McGrigg; Chris Olson; Charlie Stein; Charlie Brown; Casey Noreen; Burman; Bryan Schulz; Bruce Grindy; Bruce Fredrickson; Bruce Burke; Brent Rider; Brent Castleman; Brent; Bob Nelson; Bob Mau; Bistro; Bill Shalhoob; Bernie Marsh; Ben Golovanoff; Becky Nelson; Barbara Hett; Barb Luehmann; Barb Behlong; Arthur Jerome; Andrea Huus; Amanda Rieter; Amanda Labishak; Amanda; Allen Taylor; Aaron Stetter; Terry Herbertson

Subject: House Bill # 1388

Hi Everyone, House Bill # 1388 - is a bill that relates to a logo sign program. This bill will effect businesses

Nicki Weissman

From: "Greg Kempel, Maple River Winery" <greg@mapleriverwinery.com>
To: "Nicki Weissman" <nicki.ndha@btinet.net>
Sent: Thursday, January 25, 2007 4:32 PM
Subject: House Bill 1388

Chalk up the winery and the Red Baron for being extremely in favor of it.

I can't see any business dealing with tourism being against this.

Have a great day!!

Greg Kempel

Maple River Winery

Casselton ND 58012

business and fax 701.347.5900

www.mapleriverwinery.com

Handcrafted North Dakota Native Wines

Try our brand new "Apple Mint Wine"

made with ND Apples and ND Mint

Nicki Weissman

From: <danselmin@att.net>
To: "Nicki Weissman" <nicki.ndha@btinet.net>
Sent: Thursday, January 25, 2007 4:30 PM
Subject: Re: House Bill # 1388

I like the idea of the "blue signs" indicating gas, food, lodging etc. but have heard there are certain conditions to get the signage i.e. first come first in up to a limited amount. I would like more details before definitively deciding.

Douglas Anselmin
General Manager
Fargo Holiday Inn
T: (701)277-7363
F: (701)277-7380
email: danselmin@att.net

----- Original message from "Nicki Weissman" <nicki.ndha@btinet.net>: -----

Hi Everyone, House Bill # 1388 - is a bill that relates to a logo sign program. This bill will effect businesses along Interstate 94 and the highway going to Grand Forks and Wahpeton.

Establish a logo sign program for the purpose of providing on the right of way of the state highway system specific information on gas, food, camping, and lodging for the benefit of the motoring public.

I would like to know if this will benefit your business, and what you think about this. Please let me know what you think about this. Thanks Nicki

Nicollette (Nicki) Weissman
ND Hospitality Association
Executive Director
701-223-3313
Fax - 701-223-0215
nicki.ndha@btinet.net
cell- 701-400-6735

Nicki Weissman

From: "Steven Lind" <steven.lind@partners.mcd.com>
To: "Nicki Weissman" <nicki.ndha@btinet.net>
Sent: Thursday, January 25, 2007 9:00 PM
Subject: RE: House Bill # 1388

The use of these type of signs near highway exits greatly benefit businesses located just off the exit or around these areas. I prefer these smaller and less expensive exit signs, over the current option with the large and costly billboards that run along the highways and through our towns. I currently lease three billboard locations from Newman Outdoor; two along I-94 and the third along I-29. (All in the Fargo metro area)

I know this bill will receive strong opposition again from the outdoor sign companies like Newman Outdoor and Lamar. These new signs would provide a cost effective option to business owners over the current option for marketing our businesses.

Steven D. Lind - President & Chief Happiness Officer
F. A. F. Inc. DBA, McDonald's Restaurants
3008 26th Avenue S
Fargo, ND 58103-5072
701.234.9040 Offc.
701.234.9860 Fax



1418 MAIN AVE. • PO BOX 1126 • FARGO, ND 58107
PHONE (701) 235-5323 • FAX (701) 235-5325

February 1, 2007

Dear Legislator,

*Submitted
By Carol
Hankin*

I am writing to ask that you do NOT pass HB 1388, relating to establishing logo signs in our highway right-of-ways.

I don't believe that State government should be in the advertising business. There are also many issues and inequities in the logo sign program that I have listed below.

- Logo signs are only available to the first six businesses that offer gasoline, food, lodging or camping that are nearest to the highway exits. The seventh business is excluded from having their advertising displayed with their competitors, even though they may be just a few feet farther away.
- Some exits, due to sign spacing requirements, may not be able to accommodate logo signs or enough logo signs for all service categories or businesses, this will create unfairness as to advertising opportunities available to private businesses based on the conditions of the highway exit they are accessible from.
- More convenience stores now offer both fuel and food, those closest to exits would have advertising opportunities twice, for the restaurant and for gas, further narrowing opportunities to businesses a little farther from the exits.
- Those businesses that are part of a large national chain will have advantages over local businesses due to the fact that their logos will be recognized by non-local travelers.
- Travelers stop at businesses that are close to exits. Businesses locate near exits for this reason, and will get patrons with or without logo signs. Most North Dakota communities are concerned about revitalizing our Main Streets and Downtowns. Logo signs, if allowed by our government, would just put another nail in the coffin of our downtown areas by giving an unfair advertising advantage to only the businesses closest to exits. As a matter of principle our state government should stay away from the practice of discriminating against or favoring certain private businesses based on where they are located.
- Information on services that are available to travelers is important and can be accomplished through general information signs: those signs that are generic in nature showing symbols for food, lodging, gas, etc.

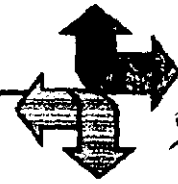
Please vote against HB 1388.

Sincerely,

Dave Walstad
CEO - Cook Sign Company



Manual on Uniform Traffic Control Devices (MUTCD)



HB
13.88
Submitted
By Rep Weisz

[Back to 2003 Rev.1 Table of Contents](#) | [Back to Part 2 Table of Contents](#)

Chapter 2F. Specific Service Signs

Knowledge

Section 2F.01 Eligibility

Standard:

Specific Service signs shall be defined as guide signs that provide road users with business identification and directional information for services and for eligible attractions.

Guidance:

The use of Specific Service signs should be limited to areas primarily rural in character or to areas where adequate sign spacing can be maintained.

Option:

Where an engineering study determines a need, Specific Service signs may be used on any class of highways.

Guidance:

Specific Service signs should not be installed at an interchange where the road user cannot conveniently reenter the freeway or expressway and continue in the same direction of travel.

Standard:

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 the licensing and approval of service facilities.

The attraction services shall include only facilities which have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public.

Distances to eligible 24-hour pharmacies shall not exceed 4.8 km (3 mi) in any direction of an interchange on the Federal-aid system.

Guidance:

Except as noted in the Option below, distances to eligible services other than pharmacies should not exceed 4.8 km (3 mi) in any direction.

Option:

If, within the 4.8 km (3 mi) limit, facilities for the services being considered other than pharmacies are not available or choose not to participate in the program, the limit of eligibility may be extended in 4.8 km (3 mi) increments until one or more facilities for the services being considered chooses to participate, or until 25 km (15 mi) is reached, whichever comes first.

Guidance:

If State or local agencies elect to provide Specific Service signing, there should be a statewide policy for such signing and criteria for the availability of the various types of services. The criteria should consider the following:

- A. To qualify for a GAS logo panel, a business should have:
 - 1. Vehicle services including gas and/or alternative fuels, oil, and water;
 - 2. Modern sanitary facilities and drinking water;
 - 3. Continuous operation at least 16 hours per day, 7 days per week for freeways and expressways, and continuous operation at least 12 hours per day, 7 days per week for conventional roads; and
 - 4. Public telephone.
- B. To qualify for a FOOD logo panel, a business should have:
 - 1. Licensing or approval, where required;
 - 2. Continuous operations to serve at least two meals per day, at least 6 days per week;
 - 3. Public telephone; and
 - 4. Modern sanitary facilities.
- C. To qualify for a LODGING logo panel, a business should have:
 - 1. Licensing or approval, where required;
 - 2. Adequate sleeping accommodations;
 - 3. Public telephone; and
 - 4. Modern sanitary facilities.
- D. To qualify for a CAMPING logo panel, a business should have:
 - 1. Licensing or approval, where required;
 - 2. Adequate parking accommodations; and
 - 3. Modern sanitary facilities and drinking water.
- E. To qualify for an ATTRACTION logo panel, a facility should have:
 - 1. Regional significance; and
 - 2. Adequate parking accommodations.

Standard:

If State or local agencies elect to provide Specific Service signing for pharmacies, both of the following criteria shall be met for a pharmacy to qualify for signing:

- A. The pharmacy shall be continuously operated 24 hours per day, 7 days per week, and shall have a State-licensed pharmacist present and on duty at all times; and**
- B. The pharmacy shall be located within 4.8 km (3 mi) of an interchange on the Federal-aid system.**

Section 2F.02 Application

Standard:

The number of Specific Service signs along an approach to an interchange or intersection, regardless of the number of service types displayed, shall be limited to a maximum of four. In the direction of traffic, successive Specific Service signs shall be for 24-hour pharmacy, attraction, camping, lodging, food, and gas services, in that order.

A Specific Service sign shall display the word message GAS, FOOD, LODGING, CAMPING, ATTRACTION, or 24-HOUR PHARMACY, an appropriate directional legend such as the word message EXIT XX, NEXT RIGHT, SECOND RIGHT, or directional arrows, and the related logo sign panels. No more than three types of services shall be represented on any sign or sign assembly. If three types of services are shown

on one sign, then the logo panels shall be limited to two for each service (for a total of six logo panels). The legend and logo panels applicable to a service type shall be displayed such that the road user will not associate them with another service type on the same sign. No service type shall appear on more than one sign. The signs shall have a blue background, a white border, and white legends of upper-case letters, numbers, and arrows.

Guidance:

The Specific Service 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.

Option:

General Service signs (see Sections 2D.45 and 2E.51) may be used in conjunction with Specific Service signs for eligible types of services that are not represented by a Specific Service sign.

Support:

Examples of Specific Service signs are shown in Figure 2F-1. Examples of sign locations are shown in Figure 2F-2.

Figure 2F-1 Examples of Specific Service Signs

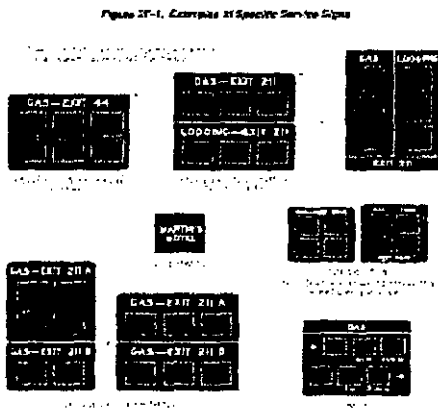
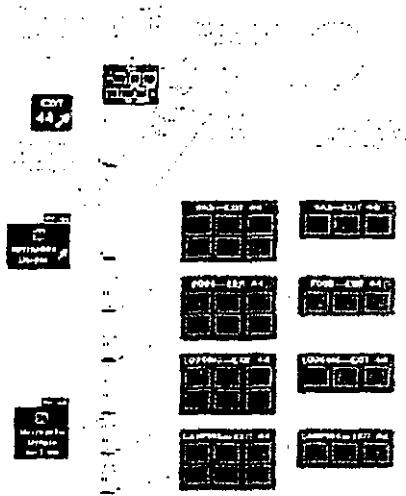


Figure 2F-2 Examples of Specific Service Sign Locations

Figure 2F-2 Examples of Specific Service Sign Assemblies



Section 2F.03 Logos and Logo Panels

Standard:

A logo shall be either an identification symbol/trademark or a word message. Each logo shall be placed on a separate logo panel which shall be attached to the Specific Service sign. Symbols or trademarks used alone for a logo shall be reproduced in the colors and general shape consistent with customary use, and any integral legend shall be in proportionate size. A logo that resembles an official traffic control device shall not be used.

Guidance:

A word message logo, not using a symbol or trademark, should have a blue background with white legend and border.

Option:

Where business identification symbols or trademarks are used alone for a logo, the border may be omitted from the logo panel.

A portion at the bottom of a GAS logo panel may be used to display the legends for alternative fuels (see Section 2E.51) available at the facility. A portion at the bottom of a FOOD logo panel may be used to display the word CLOSED and the day of the week when the facility is closed.

Section 2F.04 Number and Size of Logos and Signs

Guidance:

Sign sizes should be determined by the amount and height of legend and the number and size of logo panels attached to the sign. All logo panels on a sign should be the same size.

Standard:

Each Specific Service sign or sign assembly shall be limited to no more than six logo panels. There shall be no more than four logo panels for one of the two service types on the same sign or sign assembly.

Support:

Section 2F.08 contains information regarding Specific Service signs for double-exit

interchanges.

Standard:

Each logo panel attached to a Specific Service sign shall have a rectangular shape with a width longer than the height. A logo panel on signs for freeways and expressways shall not exceed 1500 mm (60 in) in width and 900 mm (36 in) in height. A logo panel on signs for conventional roads and ramps shall not exceed 750 mm (30 in) in width and 450 mm (18 in) in height. The vertical and horizontal spacing between logo panels shall not exceed 200 mm (8 in) and 300 mm (12 in), respectively.

Support:

Sections 2A.15, 2E.14, and 2E.15 contain information regarding borders, interline spacing, and edge spacing.

Section 2F.05 Size of Lettering

Standard:

All letters and numerals on Specific Service signs, except on the logo panels, shall be a minimum height of 250 mm (10 in) for signs on freeways and expressways, and 150 mm (6 in) for signs on conventional roads and ramps.

Guidance:

Any legend on a symbol/trademark should be proportional to the size of the symbol/trademark.

Section 2F.06 Signs at Interchanges

Standard:

The Specific Service signs shall be installed between the previous interchange and at least 245 m (800 ft) in advance of the Exit Direction sign at the interchange from which the services are available (see Figure 2F-2).

Guidance:

There should be at least a 245 m (800 ft) spacing between the Specific Service signs, except for Specific Service ramp signs. However, excessive spacing is not desirable. Specific Service ramp signs should be spaced at least 30 m (100 ft) from the exit gore sign, from each other, and from the ramp terminal.

Section 2F.07 Single-Exit Interchanges

Standard:

At single-exit interchanges, the name of the service type followed by the exit number shall be displayed on one line above the logo panels. At unnumbered interchanges, the directional legend NEXT RIGHT (LEFT) shall be used.

At single-exit interchanges, Specific Service ramp signs shall be installed along the ramp or at the ramp terminal for facilities that have logo panels displayed along the main roadway if the facilities are not readily visible from the ramp terminal. Directions to the service facilities shall be indicated by arrows on the ramp signs. Logo panels on Specific Service ramp signs shall be duplicates of those displayed on the Specific Service signs located in advance of the interchange, but shall be reduced in size.

Guidance:

Specific Service ramp signs should include distances to the service facilities.

Option:

An exit number plaque (see Section 2E.28) may be used instead of the exit number on the signs located in advance of an interchange.

The reduced size logo panels and signs also may be installed along the crossroad.

Section 2F.08 Double-Exit Interchanges

Guidance:

At double-exit interchanges, the Specific Service signs should consist of two sections, one for each exit (see Figure 2F-1).

Standard:

At a double-exit interchange, the top section shall display the logo panels for the first exit and the bottom section shall display the logo panels for the second exit. The name of the service type and the exit number shall be displayed above the logo panels in each section. At unnumbered interchanges, the word message NEXT RIGHT (LEFT) and SECOND RIGHT (LEFT) shall be used in place of the exit number. The number of logo panels on the sign (total of both sections) or the sign assembly shall be limited to six.

Option:

At a double-exit interchange where there are four logo panels to be displayed for one of the exits and one or two logo panels to be displayed for the other exit, the logo panels may be arranged in three rows with two logo panels per row.

At a double-exit interchange, where a service is to be signed for only one exit, one section of the Specific Service sign may be omitted, or a single exit interchange sign may be used. Signs on ramps and crossroads as described in Section 2F.07 may be used at a double-exit interchange.

Section 2F.09 Signs at Intersections

Standard:

Where both tourist-oriented information (see Chapter 2G) and specific service information would be needed at the same intersection, the design of the tourist-oriented directional signs shall be used, and the needed specific service information shall be incorporated.

Guidance:

If Specific Service signs are used on conventional roads or at intersections on expressways, they should be installed between the previous interchange or intersection and at least 90 m (300 ft) in advance of the intersection from which the services are available.

The spacing between signs should be determined on the basis of an engineering study.

Logo panels should not be displayed for a type of service for which a qualified facility is readily visible.

Standard:

If Specific Service signs are used on conventional roads or at intersections on

expressways, the name of each type of service shall be displayed above its logo panel(s), together with an appropriate legend such as NEXT RIGHT (LEFT) or a directional arrow on the same line.

Option:

If Specific Service signs are used on conventional roads or at intersections on expressways, the NEXT RIGHT (LEFT) or other applicable directional legend or action message may be displayed below instead of above the logo panels.

Signs similar to Specific Service ramp signs as described in Section 2F.07 may be provided on the crossroad.

Section 2F.10 Signing Policy

Guidance:

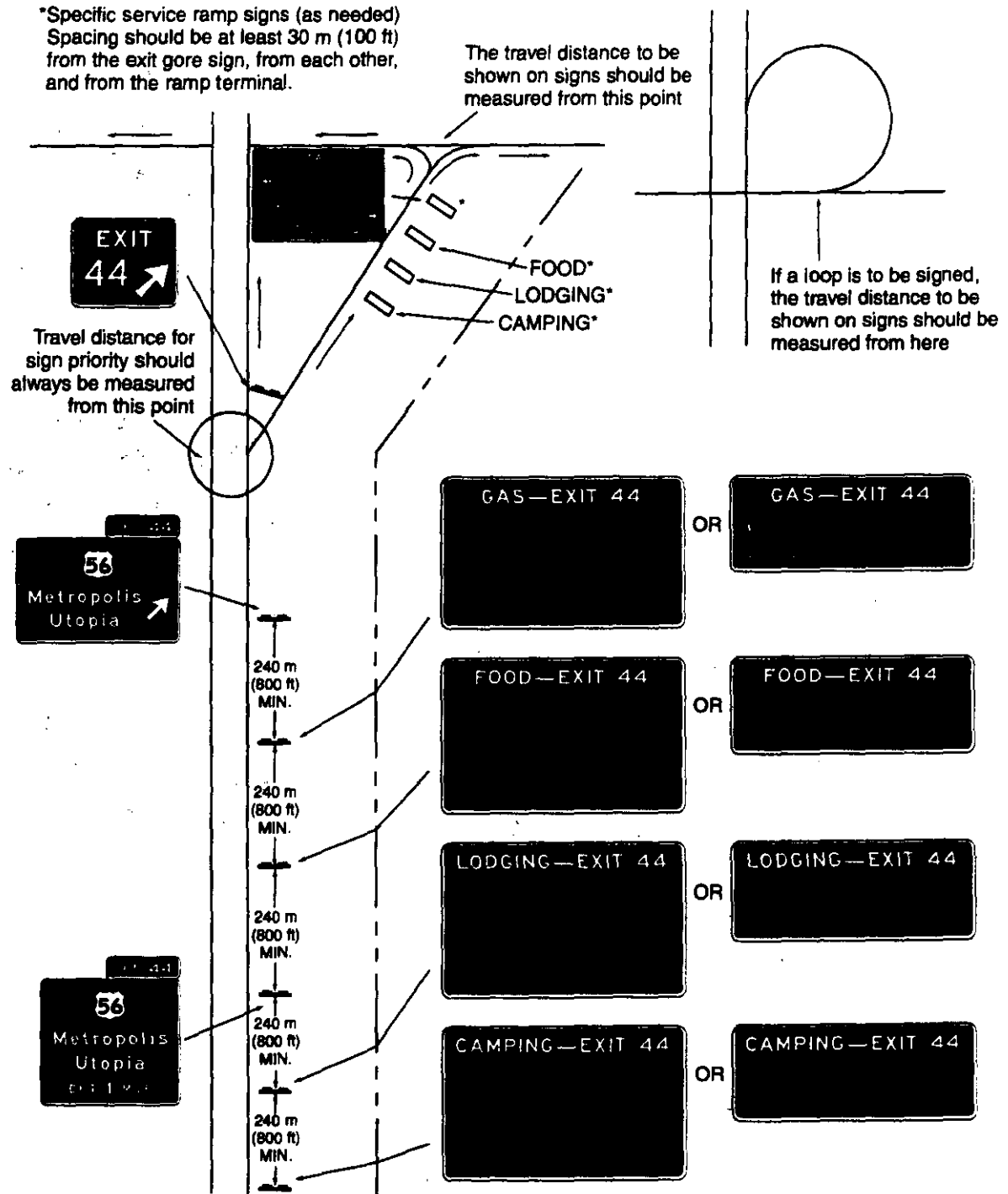
Each highway agency that elects to use Specific Service signs should establish a signing policy that includes, as a minimum, the guidelines of Section 2F.01 and at least the following criteria:

- A. Selection of eligible businesses;
- B. Distances to eligible services;
- C. The use of logo panels, legends, and signs conforming with this Manual and State design requirements;
- D. Removal or covering of logo panels during off seasons for business that operate on a seasonal basis;
- E. The circumstances, if any, under which Specific Service signs may be used in nonrural areas; and
- F. Determination of the costs to businesses for initial permits, installations, annual maintenance, and removal of logo panels.

[Back to Top](#)

© FHWA

Figure 2F-2. Examples of Specific Service Sign Locations



Section 2F.06 Signs at Interchanges**Standard:**

Specific Service signs shall be installed between the previous interchange and at least 245 m (800 ft) in advance of the Exit Direction sign at the interchange from which the services are available (see Figure 2F-2).

Guidance:

There should be at least a 245 m (800 ft) spacing between the Specific Service signs, except for Specific Service ramp signs. However, excessive spacing is not desirable. Specific Service ramp signs should be spaced at least 30 m (100 ft) from the exit gore sign, from each other, and from the ramp terminal.

Section 2F.07 Single-Exit Interchanges**Standard:**

At single-exit interchanges, the name of the service type followed by the exit number shall be displayed on one line above the logo panels. At unnumbered interchanges, the directional legend NEXT RIGHT (LEFT) shall be used.

At single-exit interchanges, Specific Service ramp signs shall be installed along the ramp or at the ramp terminal for facilities that have logo panels displayed along the main roadway if the facilities are not readily visible from the ramp terminal. Directions to the service facilities shall be indicated by arrows on the ramp signs. Logo panels on Specific Service ramp signs shall be duplicates of those displayed on the Specific Service signs located in advance of the interchange, but shall be reduced in size.

Guidance:

Specific Service ramp signs should include distances to the service facilities.

Option:

An exit number plaque (see Section 2E.28) may be used instead of the exit number on the signs located in advance of an interchange.

The reduced size logo panels and signs also may be installed along the crossroad.

Section 2F.08 Double-Exit Interchanges**Guidance:**

At double-exit interchanges, the Specific Service signs should consist of two sections, one for each exit (see Figure 2F-1).

Standard:

At a double-exit interchange, the top section shall display the logo panels for the first exit and the bottom section shall display the logo panels for the second exit. The name of the service type and the exit number shall be displayed above the logo panels in each section. At unnumbered interchanges, the word message NEXT RIGHT (LEFT) and SECOND RIGHT (LEFT) shall be used in place of the exit number. The number of logo panels on the sign (total of both sections) or the sign assembly shall be limited to six.

Option:

At a double-exit interchange where there are four logo panels to be displayed for one of the exits and one or two logo panels to be displayed for the other exit, the logo panels may be arranged in three rows with two logo panels per row.

At a double-exit interchange, where a service is to be signed for only one exit, one section of the Specific Service sign may be omitted, or a single exit interchange sign may be used. Signs on ramps and crossroads as described in Section 2F.07 may be used at a double-exit interchange.

Section 2F.09 Signs at Intersections**Standard:**

Where both tourist-oriented information (see Chapter 2G) and specific service information would be needed at the same intersection, the design of the tourist-oriented directional signs shall be used, and the needed specific service information shall be incorporated.

Guidance:

If Specific Service signs are used on conventional roads or at intersections on expressways, they should be installed between the previous interchange or intersection and at least 90 m (300 ft) in advance of the intersection from which the services are available.

BILLBOARD COMPANIES DOING BUSINESS IN NORTH DAKOTA

LAMAR OUTDOOR

SWIKLA

FRANKLIN

DELIGHT

The above companies operate mostly along the Eastern border of North Dakota. It is their view that population diminishes as they move West in our state, and don't feel it is worth their investment to build and maintain structures very far West at this time.

HEWSON SIGNS (Dale Hewson)

KEITH SIGNS

Both of these companies operate out of Dickinson, and maintain signs primarily in the area South, North, and West of the Dickinson area. There is currently another billboard company out of Miles City, Montana which owns ten large billboards in the Dickinson area. They are in the process of selling out their interest in these billboards to Dale Hewson.

There are numerous other sign companies in North Dakota, however, they do not have billboards, and deal primarily in on-premise building and pylon display signs for various businesses. Newman Signs does not construct or sell on-premise signs.

Newman Outdoor Advertising is the only billboard company operating in North Dakota which offers complete statewide coverage. I don't feel that having ample coverage within a geographic area constitutes a monopoly. It represents providing good service to customers even in areas where profitability on billboards is marginal, at best.

Bruce Strinden
Bismarck Division
Newman Outdoor Advertising
701-226-6555



3800 Commerce Dr. / PO Box 60
Bismarck, ND 58502
701-255-0070
Fax 701-255-7144