

**FISCAL NOTE**  
**Requested by Legislative Council**  
**01/16/2017**

Bill/Resolution No.: HB 1360

- 1 A. **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.*

	2015-2017 Biennium		2017-2019 Biennium		2019-2021 Biennium	
	General Fund	Other Funds	General Fund	Other Funds	General Fund	Other Funds
<b>Revenues</b>				\$50,000		\$100,000
<b>Expenditures</b>				\$2,000		
<b>Appropriations</b>				\$2,000		

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

	2015-2017 Biennium	2017-2019 Biennium	2019-2021 Biennium
<b>Counties</b>			
<b>Cities</b>			
<b>School Districts</b>			
<b>Townships</b>			

- 2 A. **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 1360 would require the NDDOT to establish a logo sign program internally or through a contract with a qualified business entity.

- 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.*

The majority of states contract their logo signing operation to a business entity. This method generates some revenue and keeps costs to the state at a minimal level. For example, Minnesota receives approximately \$150,000 per year and Montana receives \$50,000 per year from a similar arrangement. We used Montana’s experience as the 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 for 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, we estimated we would receive approximately \$50,000 of income from the signing contractor per year. It is assumed that it would take a year to get 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 anticipated that a contractor would need to be selected through a 'Request for Proposal' process, this would result in some printing and advertising costs. One or more public meetings may also be needed. It is anticipated 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 or a part of the appropriation is included in the executive budget or relates to a continuing appropriation.*

NDDOT's appropriation request for the 2017-2019 biennium did not include any additional amount for this bill. Therefore, an additional appropriation of \$2,000 would be needed.

**Name:** Shannon L. Sauer

**Agency:** ND Dept of Transportation

**Telephone:** 328-4375

**Date Prepared:** 01/19/2017

**2017 HOUSE TRANSPORTATION**

**HB 1360**

# 2017 HOUSE STANDING COMMITTEE MINUTES

**Transportation Committee**  
Fort Totten Room, State Capitol

HB 1360  
1/27/2017  
27547

- Subcommittee  
 Conference Committee

Committee Clerk Signature

*Donna Whetham*

## Explanation or reason for introduction of bill/resolution:

A bill relating to a highway logo sign program.

## Minutes:

Attachment #1-6.

**Chairman Ruby:** brought HB 1360 before the committee.

**Representative Vicky Steiner, District 37:** Introduced HB 1360. (See attachment #1).1:00-2:08.

**Chairman Ruby:** This is for all state highways not just the interstate system?

**Representative Vicky Steiner, District 37:** It can be both, if you felt it needed to be limited to the interstate it could be but I think it would be fair to all communities to have it on state highways.

**Terri Thiel, Executive Director of the Dickinson Convention and Visitors.** In support of HB 1360. Written testimony. Other testimony from businesses in Dickinson and included other examples of what other states do with their signs. (See attachment # 2). 2:50-7:33

**Chairman Ruby:** You mention that businesses must meet appropriate criteria and then you list several of them, then you say these are only examples of restrictions that could be placed on signage. Is there guidelines already in place or where you just referring to some other states?

**Terri Thiel:** That is just examples there are other states that do other criteria and different ways that they place the logo. As I understand that they can do it like they want and I am only referencing what I have found.

**Vice Chairman Rick C. Becker:** What are other restrictions that you can think of that might exist to participate?

**Terri Thiel:** Possibility would be attractions, that they may have to be open certain times of the year, where some of them are seasonal here so they state may not decide to add on the

attractions. If the business didn't have a logo maybe just have an option of a name. There is a variety of things that could be reviewed and looked at.

**Chairman Ruby:** Could other entities, such as a chiropractor, be eligible?

**Terri Thiel:** There would probably be some restrictions on that. I did see that Minnesota allowed it for pharmacists.

**Chairman Ruby:** With billboards if people want to beautify their states and areas, now with all the navigation technology that tells you what is available, do you think we might go the other direction and reduce the amount of signage than is already out. Do you see a trend for that coming?

**Terri Thiel:** I think there is always going to be a mix of people who come and don't use their phones and maybe shouldn't. I don't know what the trend would be. 11:18

**Elaine Myran, Ramada Grand Hotel in Dickinson:** In support of HB 1360. (see attachment # 3). 11:30-12:32

**Lisa Sanborn, General Manager of Towne Place Suites by Marriott Dickinson:** In support of HB 1360. (See Attachment #4). 12:56-13:39

**Representative Nelson:** You are not right on the highway and different states have different limits of how far, you want it there to have people hopefully drive past the first hotels on the highway, would you think it is reasonable if Dickinson and Killdeer could also say so many miles to a hotel?

**Lisa Sanborn:** If they have the blue logo signs adopted into the state highways there could be some closer to Killdeer to help direct the traffic to them, each community should be kept separate.

**Representative Nelson:** Communities are separate but like Bismarck and Lincoln are kind of merged together, Fargo and West Fargo, what is separate in your mind?

**Lisa Sanborn:** As I have seen in other states and communities that I have lived in that has the blue logo sign adopted, there are jurisdictions within the exits and you have to be within so many miles or so many feet of the exit that you are going to be advertising on.

**Representative Nelson:** What do you think would be a reasonable distance.

**Lisa Sanborn:** In Dickinson I think it is a 3-4 mile radius on a sign off an exit would be more than appropriate. It could be even farther than that if you wanted.

**Representative Nelson:** In Dickinson I just think of all the Ma and Pa Hotels that are done town. But if they say you have to be within a ½ mile of the exit and they are not. So they would be excluded.

**Chairman Ruby:** Any further questions? Seeing none. Any other support of HB 1360?

**Sy Fix CEO of Cenex in Dickinson, Bismarck, Mandan and Lincoln:** Spoke to support HB 1360. This bill is not only for businesses but for the public also. The blue sign is really helpful because you don't want drivers to be looking at their cell phones to find information. They can also put how far it is to the businesses. It will be beneficial all around and I think it is a good idea. 16:00

**Chairman Ruby:** There was no further support for HB 1360. Anyone in opposition to HB 1360.

**Kari Newman Ness, President and CEO of Newman Signs of Jamestown:** Spoke in opposition to HB 1360. Written testimony was provided in the form of an outline of her testimony with pictures. Strongly urged a Do Not Pass on HB 1360. (See attachment #5). 18:30-22:01

**Chairman Ruby:** Do other states that have the blue signs see a reduction in demand for private bill boards?

**Kari Newman Ness:** I don't know that it would.

**Andy Peterson, the North Dakota Greater Chamber of Commerce:** spoke to oppose HB 1360. Written testimony was provided. (see attachment #6). 23:29-27:07

**Bruce Strinden:** employed by Newman Signs for 28 years, spoke to oppose HB 1360. Newman signs have kept the public sector and private sector separate. I don't believe the state right of way should be opened up to signs that advertise specific logos. We have many varied signs in North Dakota, the brown signs are for recreational and cultural use. The others are the tourist oriented directional signs and are generally the blue signs that may indicate you have a marina or campground and they are not advertising a particular business. We also have the general service signs, they are blue such as no services or gas food and lodging and again not advertising a logo of a specific businesses. My own opinion is specific businesses should not be advertised on government owned property. I also do not believe these logo signs will generate additional income all it will do is direct those dollars to particular business. 27:29

**Chairman Ruby:** There was no further testimony in opposition. Could someone from DOT come up.

**Brad Darr, State Maintenance Engineer from North Dakota Department of Transportation:** I am willing to answer any question you may have. 32:02

**Vice Chairman Rick C. Becker:** I think that the Department of Transportation likes this bill. You may ask why, but I think this is true because of the fiscal note. My concern is the difficulty I have with our various departments and agencies the use of fiscal notes to guide legislators to vote one way or another, by massage of the numbers to come up with a fiscal note by whatever means to get the result wanted by the agency. I would have expected that if the department wasn't fond of this idea, it probably would have been an expenditure of about \$3million. I see it is going to be a revenue generator of \$100,000 per biennium. I want to

look at this a bit more and it is a whole new thing for the Department of Transportation. Usually there is a tremendous amount of money needed to start something new. There is usually new FTE's and we are not seeing this at this time because the agency knows that won't happen. There is no cost to set this up, all that is farmed out, is that correct?

**Brad Darr, North Dakota Department of Transportation:** I helped to put the fiscal note together, and that is what we expect. We looked at other states in the past. We looked at Minnesota and Montana again to make sure the information had not changed. In Montana their revenue is \$50,000 and in Minnesota they have a lot more changes they had a graduated scale of \$125,000 that they have generated and it moved up the longer that program was in place. My anticipation was that those costs would be put on that company that was hired and it would grow over the years.

**Vice Chairman Rick C. Becker:** I am not questioning the revenues and if you look at other states and if that is what they are charging but I am asking about the zero expenditures? Which indicates to me there is zero cost to the DOT at all.

**Brad Darr:** There was a minor amount about \$2000 to put the RFP together and it would take some staff time in the department, there is no argument about that. We already have a sign manager within the maintenance division at the Department of Transportation that would help put the RFP together and oversee and verify that the signs can be in the location that the company had chosen. Granted there is many signs in Fargo and it would be a challenge to find space for those signs originally.

**Vice Chairman Rick C. Becker:** What about the concern brought up by the opposition about removing current signs and is the DOT responsible for the cost of removal? Who is responsible for the surveying costs and is that left to the sub that you are allowing to do this advertising?

**Brad Darr:** The cost of removal of the original signs would be part of that companies requirement in the original RFP to get this thing up and running. I would think that company would be responsible and it would be set up in the rules. It would be basic surveying it would be a distance from the edge of the highway and a distance from the adjacent signs.

**Representative Grueneich:** We had testimony yesterday from your office in regards to speed limit sign bill, they said there would be a cost per sign of \$500. So we are to believe you are going to change all these signs out on the interstate and maybe the state highways and we will make money?

**Brad Darr:** That is the model that is working other states, yes.

**Representative Grueneich:** I would like to see more information on that model. Is there more detail on that or how they came up with the fact that there was \$50,000 or did you just mimic what was viewed in Montana?

**Brad Darr:** We mimicked what was in Montana, trying to understand what they had gone through.

**Representative Grueneich:** Did they provide any cost analysis how they got that. Maybe they have had this plan in place for a while. Was there any up front or start-up costs were? This has to be a number that is in place since they are up and running that they are seeing a revenue. Because I agree with Rep. Becker that we are seeing these fiscal notes with happy ending but I don't think we are seeing the real costs that it would take to get us there.

**Brad Darr:** When we asked the question in Montana it is my understanding that it has been \$50,000 from the inception of the program. In Minnesota it was \$50,000 from the inception of the program but as the sign clutter has been removed and the company has renegotiated proposals that number has gone up to \$125,000 to \$150,000 as it has progressed.

**Chairman Ruby:** Rather than DOT making agreements with companies that would put their logos on your signs and then you having them developed and placed you would put out an RFP for a private company that would also be getting profit off of it. Because they wouldn't do it for free.

**Brad Darr:** That is correct. That is the model that is used in at least 25 states that has this program.

**Representative Nelson:** How do you interpret part number 3 where it says all costs incurred under the program must be paid under agreement negotiated between the department and an advertiser or the business and an advertiser. Unless the contract between the department and the business provides otherwise. How would you interpret that?

**Brad Darr:** I believe that does give the department some latitude on the charges that could be put out there.

**Representative Nelson:** In the model that you are following are you running a sign by sign model or are you running a pool program where everybody goes in and the cost of the entire program is this and everyone pays the same?

**Brad Darr:** From what I can see in the other states, it is more of the pooled program.

**Chairman Ruby:** The current signs that you have to indicate what services are there, those would all be removed and replaced by logo signs to let you know what is there?

**Brad Darr:** If we needed space they could be removed but they wouldn't have to be.

**Chairman Ruby:** There would be a cost to remove those too?

**Brad Darr:** Yes there could be.

**Representative Jones:** Is the only way that the other states can operate with a \$50,000 is they are actually running this for profit?

**Brad Darr:** Yes I believe as part of the RFP process there is revenue sharing.

**Representative Jones:** Do you have any information on what they do with that profit?



**Brad Darr:** I do not.

**Representative Grueneich:** If this bill passed any sign that is on state land could in fact be turned into an advertisement? As I see a sign that says bike trail should I expect that below I should see a sign that says get yours at Walmart?

**Brad Darr:** I don't believe so. There are many traffic control signs and there is rules to put these signs in place and what they have to look like. My answer would be no.

**Representative Schobinger:** We heard in previous testimony that there is approximately 2.3 miles off the interstate. Normally you have these signs as you are coming up to the exit and then as you are coming off it will say Burger King .2 or .3 I don't think I have ever seen one more than .5. Would you envision a business that is 2.3 miles off of the interstate having the opportunity to advertise on one of these signs?

**Brad Darr:** That would be part of process, I believe in my research of other states it was up to 5 miles.

**Chairman Ruby:** Any other questions? Any further neutral testimony? Seeing none. Closed the hearing on HB 1360.

# 2017 HOUSE STANDING COMMITTEE MINUTES

Transportation Committee  
Fort Totten Room, State Capitol

HB 1360  
1/27/2017  
27548

- Subcommittee  
 Conference Committee

Committee Clerk Signature

*Dana Whitman*

## Explanation or reason for introduction of bill/resolution:

A bill relating to a highway logo sign program.

## Minutes:

**Chairman Ruby:** Opened the hearing on HB 1360. What are the wishes of the committee? I don't like the idea that the state is going to get into the advertising business and then pick one vendor for the whole state. That is my view on it.

**Representative Grueneich:** I make a motion for a DO NOT PASS for HB 1360.

**Representative O'Brien:** seconded.

**Representative Westlind:** I am for this bill because we have traveled extensively throughout the United States and we rely on these signs. I think it is a good thing safety wise and informationally. We also rely on our GPS to find these places however seeing the actual sign and directing you to a certain exit is good. I feel this bill would promote tourism in North Dakota where they might stop at some of these towns instead of going past to past the Montana line.

**Chairman Ruby:** As I listen to it, I thought where would that end. Should we put signs on the back of the snow plows or on other state fleet vehicles? In the past I actually supported the bill but when I listen to where would they be located, I think it might give unfair advantage. What if 9 companies want to get on the board and there is only room for 6. You can get other signs put up privately.

**Representative Owens:** If there was only room for 6 and 9 companies want to be on the sign it becomes a bidding war. Obviously the national brands can afford to do it better than the local. These logo signs the actual 1<sup>st</sup> slot the top left is the most expensive and the slots are actually priced differently. It is based on an option or bidding.

**Representative Westlind:** Is there a limitation in the bill that they can only put 6 on a sign? On the picture of a Montana group there is 7 on it and has room for 3 more. I don't think we

are limited to 6 and I don't believe it would come into a bidding war. I feel there is a lot of merit to these signs in North Dakota and I think it would get more people stopping in our larger cities where they have the amenities they are looking for.

**Representative Schobinger:** I support the Do not pass motion. I believe technology has really passed this bill by. The sales people from Newman signs are in competition with Siri and technology we probably don't need to bring another element from the government for competition to them.

**Representative Westlind:** I find that Newman Signs primarily has a monopoly in North Dakota and I don't feel that argument is substantial when it comes to opposing this bill. I have dealt with them before and getting out of a leasing is almost impossible and I feel they have a domination in the advertising sign market and it might help reduce the costs for some of these people for advertising.

**Representative Schobinger:** I am talking about the decision maker at the hotel that when Newman sales person goes to visit with that person that decision maker understands that maybe they don't need to buy a billboard anymore because most of us now as we are getting close to that exit are asking Siri where is the nearest gas station. That is where the competition is. They may have a monopoly on the sign itself but they don't have a monopoly on the decision I am making when I am coming to that exit because technology has really taken control of that I think. That is where I am seeing the competition with Newman and where I don't think they need another competition injected there.

**Chairman Ruby:** We have a motion for a DO NOT PASS on HB 1360. We will ask the clerk to take the roll.

Roll Call Vote: Yes 11. No 3. Absent 0. Motion carried on DO NOT PASS on HB 1360.

**Representative Grueneich:** will carry the bill.

**Chairman Ruby:** Closed the hearing on HB 1360.

Date: 1-27-17  
Roll Call Vote #: 1

2017 HOUSE STANDING COMMITTEE  
ROLL CALL VOTES  
BILL/RESOLUTION NO. HB1360

House Transportation Committee

Subcommittee

Amendment LC# or Description: \_\_\_\_\_

Recommendation:  Adopt Amendment  
 Do Pass  Do Not Pass  Without Committee Recommendation  
 As Amended  Rerefer to Appropriations  
 Place on Consent Calendar  
Other Actions:  Reconsider  \_\_\_\_\_

Motion Made By Rep. Grueneich Seconded By Rep. O'Brien

Representatives	Yes	No	Representatives	Yes	No
Chairman Dan Ruby	✓		Rep. Gretchen Dobervich		✓
Vice Chair. Rick C. Becker	✓		Rep. Marvin Nelson	✓	
Rep. Bert Anderson	✓				
Rep. Jim Grueneich	✓				
Rep. Terry Jones	✓				
Rep. Emily O'Brien	✓				
Rep. Mark Owens		✓			
Rep. Gary Paur	✓				
Rep. Randy Schobinger	✓				
Rep. Gary Sukut	✓				
Rep. Robin Weisz	✓				
Rep. Greg Westlind		✓			

Total (Yes) 11 No 3

Absent 0

Floor Assignment Rep. Grueneich

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

**REPORT OF STANDING COMMITTEE**

**HB 1360: Transportation Committee (Rep. D. Ruby, Chairman)** recommends **DO NOT PASS** (11 YEAS, 3 NAYS, 0 ABSENT AND NOT VOTING). HB 1360 was placed on the Eleventh order on the calendar.

**2017 TESTIMONY**

**HB 1360**

HB1360  
1-27-17  
#1

Mr. Chairman Ruby and members of the Transportation committee,

Rep. Vicky Steiner, District 37.

House bill 1360 would allow businesses to pay for notification that they are nearby on a highway sign as prescribed the ND DOT.

I have a constituent who is interested in seeing this created so that travelers come off the roadways and into our communities. I will turn it over to them to explain further. I hope you don't allow one business to control the outcome of this bill but listen to all.

Thank you Mr. Chairman.



HB 1360 #2

1-27-17

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Testimony of Terri Thiel  
Dickinson Convention & Visitors Bureau

### House Bill 1360/1370

Chairman Ruby and Members of the House Transportation Committee:

I am Terri Thiel, Executive Director of the Dickinson Convention & Visitors Bureau.

In the United States, logo signs were permitted beginning in 1965 on rural Interstates as part of the Highway Beautification Act. The 1976 amendments to the Highway Beautification Act expanded the program to federal-aid primarily rural highways. In 2000, provisions for allowing logo signs on urban Highways were added to the Manual on Uniform Traffic Control Devices.

The Blue Logo bill before you is a bill that provides motorists information about traveler services when exiting highways. When traveling to other states, motorists exiting rural and/or interstate highway systems may encounter large blue signs that have the logos of various businesses that are important to motorists. Categories may differ between states, most often being, Lodging, Dining, Attractions, Fuel, Camping.

This program provides motorists with the option to view services as they enter a community. And, it also it may help eliminate drivers trying to view their iPhone for information as they seek such services.

Typically, a business pays an annual fee/s to the state transportation department and a sign contractor to have their logos displayed on a large panel exiting a state highway or interstate highway.

To date, there are 47 states and Washington DC that participate in the Blue Logo Sign program. While one state, Vermont, does not have the Blue Logo sign program, they have an enhanced sign program for local highways and State highways using an Official Business Directional Sign (OBDS) program.

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Explore  
the WESTERN EDGE



The three states that currently do not participate in the Blue Logo sign programs are Hawaii, North Dakota and Vermont (OBDS Program).

This program is not mandatory for businesses to participate in, but rather an optional service that provides not only information for the motorist, but also additional marketing for a business. The state can also define the parameters for the highway participation for businesses regarding rural highways, state highways or the interstate highway. Cost for erecting, maintaining and replacing the signs would be funded through the annual fees. The organizing entity would be private business opportunities who are in the signage business. They would work in partnership with the state transportation department.

Businesses must meet appropriate criteria, such as serving a minimum of two meals per day for Dining. Fuel services would need to provide rest rooms, and be open a minimum of 16 hours per day, Lodging would require public access year round, and Attractions would need to have regional significance with cultural or historical activities. Seasonal businesses would need to indicate when they are open for business by putting the months of operation on the panel. These are only examples of restrictions that could be placed on the signage.

I am including the information on how the neighboring states of Minnesota, South Dakota and Montana operate the Blue Logo Sign program. There are also other examples that can be found, since the only states that do not have a motorist signage program, are the states of Hawaii and North Dakota.

By enacting this legislation, we are providing the mechanism for motorists to view services at the point of exiting while entering a community, and as a side benefit, hopefully also eliminating last minute iPhone contact that could occur. If the motorist is looking for such services, additional signage is a benefit for not only commerce, but also for safety.

You may hear testimony this morning that this Bill is unfair some businesses. It maybe because of cost to smaller businesses, it may be because of not being located near a highway system, that here are already TOD signs in place, it maybe because of the strict hours a business must be open. If so, then those are arguments would seem to be that it's just not "fair". If that is an issue, then maybe some of the Downtown development incentives that some community offer should be challenged. Some of those could be argued that it's not "fair". Admittedly, this bill is not about "fairness", it is about progress.

You may hear testimony that this bill would force the ND DOT to also become involved. Yes, they would work with a company, which could be any of our ND sign companies. But they would not be running the program, they would work in partnership with the ND Department of Transportation.

I know the arguments. I have been involved in prior Sessions years ago when this bill was introduced.

In conclusion, if this bill were to pass, it is still a business driven endeavor. Not all exists would have the blue logo signs. This bill would provide the **option** to participate. Forty seven states and the District of Washington obviously have had successes with the program. That leaves three states without it. And, as mentioned above, one of those has instead an enhanced signage program. That leaves two states, Hawaii, and North Dakota without anything similar.

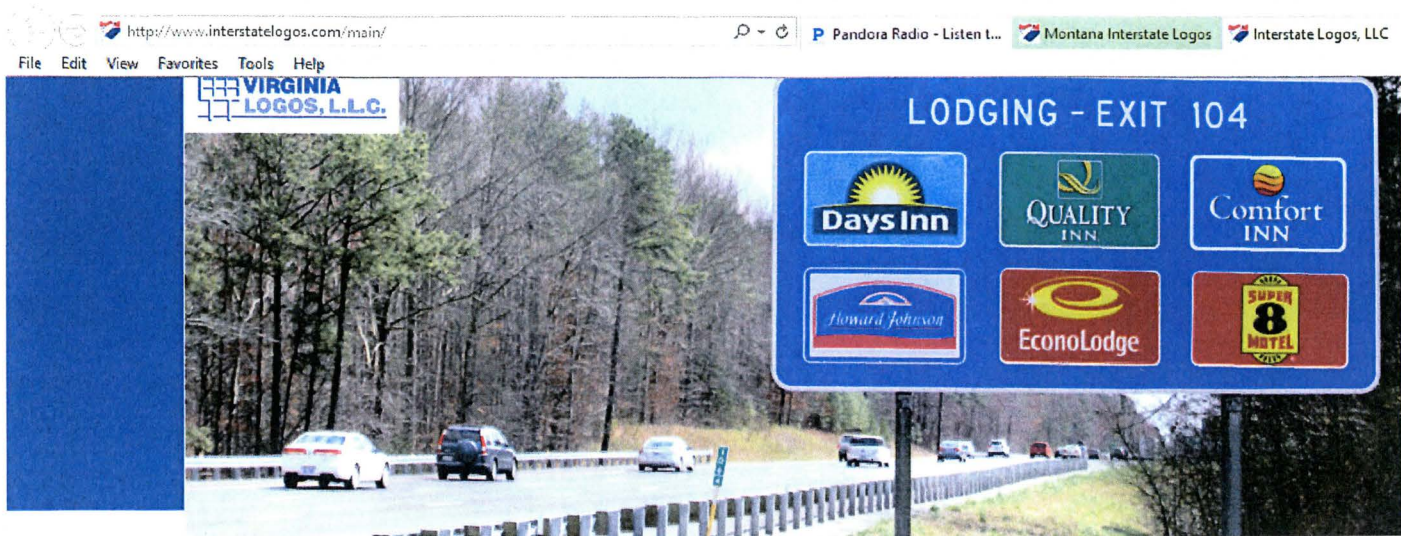
**Please support House Bill 1360/1370.**

Sincerely,



Terri Thiel  
Executive Director

Enclosures



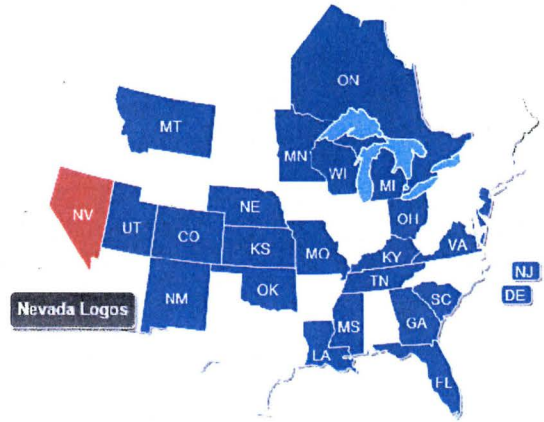
Largest provider of Logo Signing and TODS Programs...  
Partnering with Transportation Agencies since 1988.

**Unmatched Experience & Unwavering Commitment**

Interstate Logos, L.L.C., was formed in June of 1988 to pursue contracts for logo signing programs with state Transportation Agencies. Today, Interstate Logos is the largest provider of contract logo signing and tourist-oriented directional signing (TODS) programs in the Country and the only provider with operations in more than one (1) state.

We offer a complete "turn-key" approach where we are responsible for all marketing, administration, operational needs, and general oversight of each logo signing and TODS program we manage. We maintain local offices and full-time staff within each state who work solely on our signing programs.

Throughout our history, we have remained committed to the three (3) groups of customers who must be satisfied with our work: the Transportation Agencies to whom we report, the participating businesses, and, ultimately, the motorists who rely on the information we provide to make their travel safer and more efficient.





(<http://www.dot.state.mn.us/>)

## Logo Signs

### Minnesota logo signs



### Logo signs

#### About

Logo signs are guide signs that provide road users with business identification and directional information for services and eligible attractions. Eligible service categories are defined by the [Federal Highway Administration \(https://www.fhwa.dot.gov/\)](https://www.fhwa.dot.gov/) as being limited to gas, food, lodging, camping, attractions and 24-hour pharmacies. Mainline logo signs are allowed on interstate and freeway highways within the State of Minnesota. Trailblazing signs are smaller signs located on freeway exit ramps and local roads to direct motorists from the freeway to the business.

## Program

The Minnesota Sign Franchise Program, which allows for the installation and maintenance of logo signs, was established by [Minnesota Statute 160.80 \(https://www.revisor.mn.gov/statutes/?id=160.80\)](https://www.revisor.mn.gov/statutes/?id=160.80) in 1984. This program is in general conformance with the specific service signing guidelines in the Federal Manual on Uniform Traffic Control Devices (MUTCD). Eligibility criteria is contained in Minnesota Statute 160.80 and MnDOT's Sign Franchise Contract.

MnDOT's Logo Sign Franchise Contract is currently managed and operated by [Minnesota Logos \(http://www.minnesota.interstatelogos.com/state/\)](http://www.minnesota.interstatelogos.com/state/).

[Learn more about business eligibility and participation fees. \(http://www.minnesota.interstatelogos.com/state/\)](http://www.minnesota.interstatelogos.com/state/)

## Contacts

For details on qualification and how to apply for signing, contact:

Dave DeSutter  
General Manager  
[Minnesota Logos \(http://www.minnesota.interstatelogos.com/state/\)](http://www.minnesota.interstatelogos.com/state/)  
952-895-8079 or 1-800-769-3197  
[d-desutter@interstatelogos.com \(mailto:d-desutter@interstatelogos.com\)](mailto:d-desutter@interstatelogos.com)

MnDOT's Logo Franchise Contract Project Manager:

Heather Lott, PE  
State Signing Engineer  
[Minnesota Department of Transportation \(http://www.dot.state.mn.us/\)](http://www.dot.state.mn.us/)  
651-234-7371  
[heather.lott@state.mn.us \(mailto:heather.lott@state.mn.us\)](mailto:heather.lott@state.mn.us)

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## 2016 Minnesota Statutes

Authenticate

**160.80 SIGN FRANCHISE PROGRAM.**

Subdivision 1. **Commissioner may establish program.** (a) The commissioner of transportation may establish a sign franchise program for the purpose of providing on the right-of-way of interstate and controlled-access trunk highways specific information on gas, food, camping, lodging, attractions, and 24-hour pharmacies for the benefit of the motoring public.

(b) The sign franchise program must include urban interstate highways.

Subd. 1a. **Eligibility criteria for business panels.** (a) To be eligible for a business panel on a logo sign panel, a business establishment must:

(1) be open for business;

(2) have a sign on site that both identifies the business and is visible to motorists;

(3) be open to everyone, regardless of race, religion, color, age, sex, national origin, creed, marital status, sexual orientation, or disability; and

(4) meet the appropriate criteria in paragraphs (b) to (k).

(b) Gas businesses must provide vehicle services including gas or alternative fuels and oil; restroom facilities and drinking water; continuous, staffed operation at least 12 hours a day, seven days a week; and public access to a telephone.

(c) Food businesses must serve at least two meals a day during normal mealtimes of breakfast, lunch, and dinner; provide a continuous, staffed food service operation at least six days per week except holidays as defined in section 645.44, subdivision 5, and except as provided for seasonal food service businesses; provide seating capacity for at least 20 people; provide restroom facilities; provide public access to a telephone; and possess any required state or local licensing or approval. Seasonal food service businesses must provide a continuous, staffed food service operation serving at least two meals per day six days per week, during their months of operation.

(d) Lodging businesses must include sleeping accommodations, provide public access to a telephone, provide restroom facilities, and possess any required state or local licensing or approval.

(e) Camping businesses must include sites for camping, include parking accommodations for each campsite, provide sanitary facilities and drinking water, and possess any required state or local licensing or approval.

(f) 24-hour pharmacy businesses must be continuously operated 24 hours per day, seven days per week, and must have a state-licensed pharmacist present and on duty at all times.

(g) Attractions businesses must have regional significance with the primary purpose of providing amusement, historical, cultural, or leisure activities to the public; provide restroom facilities and drinking water; possess any required state or local licensing approval; and provide adequate bus and vehicle parking accommodations for normal attendance.

(h) Seasonal businesses must indicate to motorists when they are open for business by putting the months of operation directly on the business panel.

(i) The maximum distance that an eligible business in an urban area can be located from the interchange is: for gas, food, lodging, attractions, and 24-hour pharmacy businesses, three miles; and for camping businesses, ten miles.

(j) The maximum distance that an eligible business in a rural area can be located from the interchange shall not exceed 15 miles in either direction, except the maximum distance that an eligible 24-hour pharmacy business can be located from the interchange shall not exceed three miles in either direction.

(k) If there is available space on a logo sign panel and no application has been received by the franchise from a fully eligible business, a substantially eligible business may be allowed the space.

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Subd. 2. **Franchises.** The commissioner may, by public negotiation or bid, grant one or more franchises to qualified persons to erect and maintain, on the right-of-way of interstate and controlled-access trunk highways, signs informing the motoring public of gas, food, lodging, camping facilities, attractions, and 24-hour pharmacies. A franchisee shall furnish, install, maintain, and replace signs for the benefit of advertisers who provide gas, food, lodging, camping facilities, attractions, and 24-hour pharmacies for the general public, and lease advertising space on the signs to operators of these facilities.

Subd. 3. **Costs.** All costs incurred under the program established by this section must be paid under agreements negotiated between a franchisee and an advertiser or advertisers, unless otherwise provided in the contract between the commissioner and the franchisee.

Subd. 4. **Contract requirements.** (a) All contracts made by the commissioner with a franchisee must provide for:

(1) a requirement that the franchisee obtain liability insurance in an amount the commissioner determines, jointly insuring the state and the franchisee against all liability for claims for damages occurring wholly or in part because of the franchise; and

(2) reasonable standards for the size, design, erection, and maintenance of service information signs and the advertising logos thereon.

(b) The commissioner may require additional terms and conditions, including but not limited to provisions on the renewal and termination of the agreement, and in the event of termination the rights of the state and franchisee relative to the franchisee's advertising contracts.

Subd. 5. **Restrictions.** The commissioner shall take no action under this section which will result in the loss to the state of any federal highway construction funds.

Subd. 6. [Repealed, 1988 c 629 s 64]

**History:** 1984 c 417 s 12; 1986 c 444; 1993 c 128 s 1; 1998 c 403 s 8,9; 2005 c 120 s 1; 2005 c 135 s 1; 2008 c 287 art 1 s 7; 2009 c 86 art 1 s 23; 2013 c 127 s 2-4

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## Application to Participate

### Advertiser Information

Name on Logo: \*

Store #:

Advertiser Address:

City: \*

State: \*

Zip Code: \*

Phone: \*

Website:

Is the location currently open for business?

- Yes  
 No

### Business Location Data

Interstate / Route: \*

Exit / Crossroad Name:

Exit / Interchange #:

Distance and Direction from Exit:  Example: 0.8 miles East of the Exit Ramp

County:



**Billing Information**

Business Type:

- Corporately Owned
- Individually Owned
- Franchisee

Name / Owner:

Billing Address:

City:

State:

Zip Code:

Contact Name:

Contact Email:

Contact Phone:

Contact Fax:

**Service Provided**

*Not all may be required for participation*

Service:

**Available at Location (check all that apply):**

- Unleaded Fuel
- Diesel Fuel
- Alternative Fuel / Specify Type
- Oil
- Tire repair service or information on available tire repair service in the area
- Water for vehicle batteries and / or radiators
- Compressed air for tire inflation
- On premise attendant or cashier
- Telephone available for public use
- Free drinking water
- Free cups for drinking water
- Free sanitary restroom facility for each sex with door lock, toilet that flushes, sink for washing, and tissue, sanitary towels or a drying device

**Hours of Operation**

Monday  :  am

to  :  am

or

24 Hours

10

Tuesday  :  am

to  :  am

or

24 Hours

Wednesday  :  am

to  :  am

or

24 Hours

Thursday  :  am

to  :  am

or

24 Hours

Friday  :  am

to  :  am

or

24 Hours

Saturday  :  am

to  :  am

or

24 Hours

Sunday  :  am

to  :  am

or

24 Hours

**Other information you wish to provide:**

**Certification**

I (Name of Applicant) \*

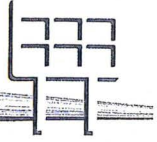
Title of Applicant: \*

of (Company Name)

certify that the information I have provided is true and correct, and I will inform the program administrator of any changes to this information that may affect the availability of the service provided and our eligibility for participation. I further certify that we do not discriminate on the basis of color, religion, sex, nationality, or creed and we comply with the Americans with Disabilities Act as applicable to the service we provide. I understand that either the State Agency with oversight of this program or the program administrator may make inquiries or inspections to ensure that the minimum eligibility requirements for participation are being met.

*Application Fee may apply and must be submitted before your application can be processed.  
Please refer to the [Participation Fees](#) section for more information.*

Submit



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### Participation Fees

- Annual Fees
- **\$600** / Mainline
- **\$120** / Ramp
- **\$720** / Total
- **Price Per Direction**

Trailblazers are also **\$60** per year

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## South Dakota Blue Logo Signage Program

### Business Signs on Specific & Supplemental Information Panels (LOGO)

#### What is a LOGO sign?

Logo signs are the blue panels located near interchanges and intersections that display the brand, symbol, trademark or name of the business. The signs are used to direct travelers to businesses that provide services to motorists including gas, food, lodging, camping and attractions.

#### Who is eligible to put their business logo on a LOGO sign?

Refer to Administrative Rules [Chapter 70:04:02](#).

#### What must I do to get my business logo on a LOGO sign and what is the cost?

- Applications for logo sign permits can be obtained [here](#) or from the South Dakota Department of Transportation [region office](#) in your area.
- All applications must be accompanied with \$50 for each business sign requested.
- In addition to the \$50 application fee, an annual rental fee of \$155 per business sign is required.

**70:04:02:01. Definitions.** Terms used in this chapter have the following meaning:

(1) "Advertiser," the owner or operator of a service for motorists;

(2) "Amusement," an activity that serves to entertain or please. The term includes the following: zoological or botanical parks; science centers offering learning environments, educational programs, or hands-on-exhibits; amusement parks offering water activities, entertainment rides, or live shows; and any stadium, sports complex, auditorium, fairground, or convention center that has a capacity of at least 5000 seats and that holds events on at least twenty days per year;

(3) "Attraction," a business of regional significance with the primary purpose of providing amusement, historical, cultural, or leisure activity to the public;

(4) "Business sign," a sign on a specific or supplemental information panel which shows the brand, symbol, trademark, or name of the service for motorists available near an intersection or interchange;

(5) "Commission," the South Dakota Transportation Commission;

(6) "Controlled access primary highway," a primary highway of four or more lanes with a raised, sunken, signed, marked, or striped dividing line separating traffic flowing in opposite directions, except at designated points where at-grade crossovers are provided or signs, markers, stripes, or other devices permit crossing;

(7) "Cultural," an activity that expresses the artistic or social aspects of culture or civilization. The term includes the following: museums, facilities for the performing arts, and social or cultural exhibits;

(8) "Department," the South Dakota Department of Transportation;

(9) "Historical," an activity or location relating to events in history. The term includes the following: areas of natural or scenic beauty or phenomena; and sites of national or regional significance determined by the South Dakota Historical Society or listed in the National Register of Historic Places and offering tours of educational information about the location for visitors;

(10) "Intersection," an at-grade crossing of a state, county, or urban federal aid highway system with a controlled access primary highway;

(11) "Legend," directional arrows, letters, and numbers used to show directions to and the type of services for motorists available;

(12) "Leisure," an activity or location that fosters ease or relaxation. The term includes the following: recreational areas offering cycling, boating, swimming, camping, fishing, hiking, skating, horseback riding, rock climbing, snow skiing, or snowmobiling; and licensed farm wineries producing a minimum of 500 gallons of wine per year on-site, and offering tours and educational information about wine processing to visitors;

(13) "Panel," a specific information panel;

(14) "Secretary," the secretary of the South Dakota Department of Transportation or an authorized representative;

(15) "Services for motorists," businesses furnishing gas, food, lodging, camping, or attractions as individual or combined services;

(16) "Specific information panel," a sign panel within the highway right-of-way which is located before a highway intersection or interchange exit ramp and which displays directional information and has one or more business signs mounted on the panel;

(17) "Supplemental information panel," a sign panel within the highway right-of-way which is located on, opposite, or at the terminus of an exit ramp and which displays directional information and has one or more business signs mounted on the panel; and

(18) "Supplemental panel," a supplemental information panel.

**70:04:02:02. Construction, erection, and maintenance of panels and supplemental panels.** The department shall control the construction, erection, and maintenance of panels and supplemental panels which must be of breakaway design when erected within 31 feet of the nearest edge of the driving surface. Panels and supplemental panels shall be erected by the department as early as prevalent conditions and arrangements can be effected.

**70:04:02:03. Location of panels -- Exception.** Panels may be located at all intersections and interchanges outside of urban areas on the interstate or other controlled access primary highways. They may be located within urban areas when they are necessary to direct traffic to an eligible service for motorists. They shall be located in the direction of travel in the following order: attractions, camping, lodging, food,

and gas. Panels may not be located at intersections or interchanges where there is not a convenient reentry or where a driving hazard exists.

70:04:02:04 - Repealed

70:04:02:05 - Repealed

70:04:02:06. **Composition of panels.** The criteria for composition of panels are as follows:

(1) The panel must have a blue reflectorized background with a white reflectorized legend and border;

(2) The panel must be large enough to incorporate the individual business signs;

(3) At interchanges the legend must be in capital letters and numerals 10 inches high. The type of service for motorists followed by the exit number must be displayed in one line above the business signs;

(4) At unnumbered interchanges, the directional legend NEXT RIGHT or NEXT LEFT or the directional legend SECOND RIGHT or SECOND LEFT must be substituted for the exit number;

(5) If two exits are to be signed, the panel must consist of two sections, with the top section to be used for the first exit and the bottom section for the second exit. The name of the type of service for motorists followed by the exit number must be displayed in a line above the business signs in each section;

(6) At intersections the legend must have capital letters and numerals 6 inches high. The type of service for motorists must be displayed above the business signs with a legend consisting of a directional arrow and the distance to the nearest one-tenth mile to the available service; and

(7) The vertical spacing between business signs on panels may not exceed 8 inches. Horizontal spacing may not exceed 12 inches.

70:04:02:07 - Repealed

70:04:02:08. **Composition of supplemental panels.** The criteria for the composition of supplemental panels are as follows:

(1) Supplemental panels shall have a blue reflectorized background with a white reflectorized legend and border;

(2) The legend shall be in capital letters and numerals six inches high;

(3) Directional arrows and the distance to the nearest one-tenth mile to the service for motorists shall be displayed on the supplemental panel; and

(4) The supplemental panels shall be large enough to incorporate the maximum number of business signs allowed.

**70:04:02:09. Order of location of supplemental panels.** All supplemental panels shall be located in the direction of travel in the following order: attractions, camping, lodging, food, and gas.

**70:04:02:10. Location of qualifying business.** To qualify for a business sign, a service for motorists must be located within a three-mile radius measured from an intersection or interchange. If services of the type being considered are not available within the three-mile limit, the limit may be extended up to 15 miles, in increments of three miles. A qualifying business is limited to signage only at the closest interchange or intersection to that business.

**70:04:02:11. Number of panels allowed.** The number of panels along an approach to an interchange or intersection shall be no more than four. Only one panel for gas, food, lodging, camping, or attraction is allowed.

**70:04:02:12. Number of supplemental panels allowed.** The number of supplemental panels along an approach to an interchange shall be no more than four. Only one supplemental panel for gas, food, lodging, camping, or attraction may be located along an exit ramp.

**70:04:02:12.01. Order of priority of panel types.** If the number of service for motorist types exceeds the number of panels and supplemental panels allowed, priority shall be given to the services in the following order: gas, food, lodging, camping, and attractions.

**70:04:02:13. Number of business signs on panels.** No more than six business signs are allowed on gas, food, lodging, camping, and attraction panels at intersections and interchanges.

**70:04:02:14. Number of business signs on supplemental panels.** No more than six business signs for gas, food, lodging, camping, and attractions are allowed on each supplemental panel.

**70:04:02:15. Combination of business signs on panel or supplemental panel.** The criteria for the combination of a maximum of six business signs on a panel or supplemental panel are as follows

(1) A panel or supplemental panel may include any combination of two types of services for motorists. However, a third type of service may be added to any panel or supplemental panel if the panel, prior to the addition of the third service type, contains four or less business signs and no more than two business signs for each service ;

(2) A maximum of four signs for each service for motorists available may be displayed in combination on a panel;

(3) The name of each type of service must be displayed on one line above its respective sign; and

(4) On panels the exit number, the directional legend NEXT RIGHT or NEXT LEFT, or the directional legend SECOND RIGHT or SECOND LEFT must be displayed above the names of the types of services displayed.

**70:04:02:16. Composition, fabrication, and size of business signs.** The criteria for the composition, fabrication, and size of business signs to be placed on panels and supplemental panels are as follows:

(1) Business signs shall be fabricated from reflective sheeting applied to aluminum backing having a minimum thickness of 0.063 inches. The sheeting must meet the requirements of ASTM Standard D4956 Type IV;

(2) Business signs not displaying a symbol or trademark shall have a blue reflectorized background with a white reflectorized legend and border;

(3) If business identification symbols or trademarks are used alone, the sign may be reproduced in the colors, shape, and design customarily used. See Figure 1 at the end of this chapter;

(4) Messages, symbols, and trademarks that resemble any official traffic control device are prohibited;

(5) The principal legend of a business sign shall be the same height as the directional legend on the panel. However, if a symbol or trademark is used alone, the principal legend shall be in proportion to the size of the symbol or trademark. See Figure 1 at the end of this chapter;

(6) Silk screen or direct application may be used to develop the sign face;

(7) Freehand painting may not be used on any part of the finished sign face;

(8) Business signs for panels at interchanges shall have a three-inch corner radius and, if used, a three-quarter inch border. Gas, food, lodging, camping, or attraction signs may be no more than 60 inches wide by 36 inches high and shall be contained in a rectangular area. See Figure 1 at the end of this chapter;

(9) Business signs for panels at intersections shall have a two-inch corner radius and, if used, a one-half inch border. They may be no more than 36 inches wide by 24 inches high and shall be contained in a rectangular area. See Figure 1 at the end of this chapter;

(10) Business signs for supplemental panels and trailblazing shall have a one and one-half inch corner radius and, if used, a three-eighths inch border. Gas, food, lodging, camping, or attraction signs may be no more than 30 inches wide by 18 inches high and shall be contained in a rectangular area. See Figure 1 at the end of this chapter; and

(11) There shall be a legend on the business sign on the supplemental panel which is a duplicate of the legend of the business sign on the panel;

(12) A business sign may not display the symbol, trademark, or name of more than one business.

**70:04:02:17. Minimum eligibility requirements for services for motorists.** The minimum eligibility requirements for services for motorists are as follows:

(1) The services must have all licenses or permits required by state or local units of government at the time application is made for a business sign for a service for motorists permit;

(2) The services must be open for business at least five days a week for four consecutive months;



(3) The services must have parking accommodations to adequately meet the need of the business;

(4) Gasoline services, in addition to subdivisions (1), (2), and (3) of this section, must have fuel, rest rooms, and must be available and be in continuous operation at least 16 hours a day;

(5) Food services, in addition to subdivisions (1), (2), and (3) of this section, must be in continuous operation to provide two meals a day; and

(6) Camping services, in addition to subdivisions (1), (2), and (3) of this section, must have potable water and modern sanitary facilities;

(7) Attraction services, in addition to subdivisions (1), (2), and (3) of this section, must have drinking water and modern sanitary facilities, and adequate parking accommodations.

Amusement, cultural and historical attraction services must be open to all age groups.

**70:04:02:18. Application procedure for business sign permit.** The application procedure for a business sign permit for services for motorists on a panel and supplemental panel is as follows:

(1) Application shall be made to the department on forms furnished by the department;

(2) Applications for business signs at interchanges must be for both a panel and supplemental panel;

(3) All applications shall be accompanied by a \$50 fee for each business sign requested. There is no application fee for a trailblazing sign;

(4) The application fee is refundable if the application is not approved;

(5) If the number of applications exceeds the number of business signs that can be installed at an interchange or intersection, the department shall give priority to the applicant whose service is nearest the ramp terminus or intersection by the most accessible route. To accomplish the priority, an existing permit may be canceled pursuant to § 70:04:02:19, but the permit shall stay in effect until the day preceding the anniversary date of notification that the business sign can be installed; and

(6) Within 30 days after receipt of an application, the department shall notify an applicant whether or not the application has been approved.

**70:04:02:19. Annual rental fees.** The annual rental fee is \$155 for each business sign on a panel at an interchange, at an intersection, on a supplemental panel, and for any trailblazing sign located on a state highway.

All rental fees shall be paid within 60 days after the date of notification that the business sign can be installed or the permit will be revoked.

A permit shall be renewed each year on the anniversary date of notification that the business sign can be installed unless the permit is canceled in writing by the department or the permittee 30 days

before the renewal date. Any cancellation by the department shall be based on subdivision 70:04:02:18(5). If the rental fee is not received 30 days before the date of renewal of a permit, the department shall revoke the permit and remove the sign.

Rental fees are not refundable.

**70:04:02:20. Furnishing, repairing, and installation of business signs.** Business signs shall be furnished, repaired, and installed as follows:

(1) A permittee shall furnish and repair signs and the department shall install and remove signs on interstate and state highways;

(2) Original signs shall be delivered by the permittee to the point designated in a permit within 60 days after the date of notification that the business sign can be installed. Failure to deliver is cause for the revocation of a permit. The department shall install signs within 10 days after delivery;

(3) The department shall install repaired or replaced signs within 10 days after delivery;

(4) The department is not responsible for damaged signs;

(5) A sign shall be removed for repair or replacement within 10 days after notification by the permittee and shall be delivered by the department to the point designated in the permit; and

(6) The department may, at any time, remove a sign and return it to the permittee if it is damaged or in need of repair or maintenance.

**70:04:02:21. Masking or removal of business signs.** Business signs shall be masked or removed as follows:

(1) Any service for motorists that plans to temporarily suspend its operation to a service level less than that prescribed by § 70:04:02:17 for a period of more than 10 days, or to discontinue its operation permanently, shall notify the department at least 48 hours before it suspends or discontinues operation. The department shall mask or remove the signs during the period of suspension. The signs shall be returned by the department to the service for motorists if its operation is discontinued; and

(2) The permit of any service for motorists shall be revoked if the permittee fails to notify the department of its suspension of operation.

**70:04:02:22. Causes for revocation of permit -- Penalty.** Causes for revocation of a permit by the department are as follows:

(1) The permittee does not conform to all federal, state, and local laws, ordinances, and regulations governing the permittee's service for motorists; and

(2) The permittee discriminates against any employee or customer in regard to race, religion, color, sex, or national origin.

The permittee may not apply for a permit for up to one year if the department revokes the permit for any violation of this chapter.

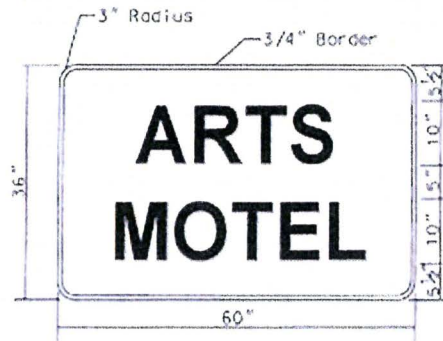
**70:04:02:23. Trailblazing signs.** A trailblazing sign shall be installed if the route to the business requires a direction change, or if there is a question as to which roadway to follow or if additional guidance is needed. A trailblazing sign is not allowed on a state highway if:

- (1) The business is visible from the roadway and the business's access is readily apparent;
- (2) If a business is eligible for a tourist-oriented directional sign in accordance with ARSD chapter 70:04:07;
- (3) The business is currently signed with an on-right-of-way or off-right-of-way directional sign; or
- (4) The trailblazing sign is not constructed and installed in accordance with the 2009 edition of the Manual on Uniform Traffic Control Devices.

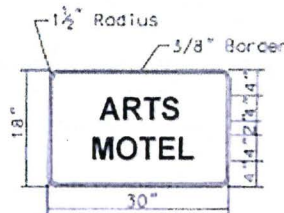
**70:04:02:24. Furnishing, repairing, and installation of trailblazing business signs.** Each trailblazing sign shall be furnished, repaired, and installed as follows:

- (1) A permittee shall furnish and repair each trailblazing sign, and the department shall install and remove each sign on state highways;
- (2) If a trailblazing sign is required on a roadway that is not under the jurisdiction of the department, the permittee shall be responsible for furnishing written approval from the appropriate highway authority allowing the sign to be placed in that authority's right-of-way. In addition, the permittee shall arrange to have the trailblazing sign installed by that authority prior to any business sign being installed at the interchange, intersection, or ramp;
- (3) A trailblazing sign to be installed on a state highway shall be delivered by the permittee to the point designated in the permit within 60 days after the date of notification that the trailblazing sign can be installed. Failure to timely deliver is cause for revocation of the permit. The department shall install signs within 10 days after delivery;
- (4) On any state highway the department shall install a repaired or replaced trailblazing sign within 10 days after delivery;
- (5) The department is not responsible for any damaged trailblazing sign;
- (6) On any state highway the department shall remove a trailblazing sign for repair or replacement within 10 days after notification by the permittee, and deliver it to the point designated in the permit; and of repair or replacement.
- (7) The department may remove a trailblazing sign and return it to the permittee if it is damaged or in need

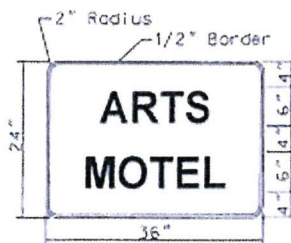
**APPENDIX A  
FIGURE 1 - BUSINESS SIGNS**



**GAS, FOOD, LODGING, CAMPING, OR ATTRACTION SIGN  
INTERCHANGE SPECIFIC INFORMATION BUSINESS SIGNS**



**GAS, FOOD, LODGING, CAMPING, OR ATTRACTION SIGN  
INTERCHANGE SUPPLEMENTAL INFORMATION BUSINESS SIGNS  
AND TRAILBLAZING SIGNS**



**GAS, FOOD, LODGING, CAMPING, OR ATTRACTION SIGN  
INTERSECTION SPECIFIC INFORMATION BUSINESS SIGNS**

Name of Business Telephone
Business Address City State Zip
Billing Address City State Zip

BUSINESS LOCATION DATA

- 1. Highway No.: Interchange No.: Intersecting Highway Numbers: Direction: N O S O E O W O (Circle One)
2. Travel Distance from Nearest Interchange Exit Ramp Terminal or Highway Intersection to Business: Miles (To Nearest Tenth Mile)

SERVICE DETAILS (Check all obtained/available/apply for each category which you are requesting signs.)

- 3. GAS: State License, Gasoline, Diesel Fuel, Public Restroom, Adequate Parking
4. FOOD: State License, Morning Meal, Noon Meal, Evening Meal, Adequate Parking
5. LODGING: State License, Adequate Parking
6. CAMPING: State License, Drinking Water, Public Restroom, Adequate Parking
7. ATTRACTIONS: State License, Drinking Water, Public Restroom, Adequate Parking, Amusement, Historical, Cultural, Leisure

8. Applicable License Nos. or Permit Nos. By Whom Issued: Date Issued:

9. Business Hours: From A.M. To P.M.

10. Number of days a week in operation days

11. Months of Operation: From Month Day To Month Day

12. Other Hours, Days, Months of Operation:

13. Type of Signs Requested: Specific(Mainline): Supplemental(Ramp): Both:
(Applications for business signs at interchanges shall be for both a specific and a supplemental panel)

14. Sign Information For: Eastbound Traffic Westbound Traffic Both
Northbound Traffic Southbound Traffic Both

15. Fee in Amount of \$ Remitted For: Specific Information Panels Supplemental Panels
Number Number

(NOTE: Application Fee of \$50.00 Must Accompany Application For Each Specific and Each Supplemental Sign Requested.) Non-Refundable.

APPLICANTS CERTIFICATION

I certify that the above and foregoing statements are true and correct and I will inform the Department of any changes to the above indicated information that may affect the availability of the service provided in accordance with State Law, Rules and Regulations. I further certify that I will not discriminate or deny services or public accommodations based upon race, religion, color or national origin, which is prohibited by Law.

Applicants Name (Printed) Applicant's Signature Date

DEPARTMENT OF TRANSPORTATION USE

Table with 3 columns: Region, Highway No., Exit / Intersection; Application Fee, Date Fee Received, Annual Fee; Remarks

RECOMMENDED FOR APPROVAL:

APPROVED:

Region Beautification Agent Date Division of Operations Date

Approval of this application shall constitute the permit contemplated by ARSD 70:01:06:02

Distribution after approval: Copy - Operations Copy - Region Office Copy - Applicant

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## INSTRUCTIONS

NAME OF BUSINESS: Self Explanatory  
ADDRESS: Self Explanatory

### BUSINESS LOCATION DATA:

1. Highway No.: The route number of the highway on which you want to place a business sign.  
  
Interchange No.: If the business sign is requested to be placed at an interchange, the exit number of that interchange.  
  
Intersecting Highway Numbers: The route number of the highway that intersects the highway on which you want to place a business sign.  
  
Direction: Direction the business is located from the intersection or interchange.
2. Travel Distance: The distance from the exit ramp terminal of an interchange or the intersection to your place of business along the normally used route of travel measured to the nearest one tenth of a mile. Businesses beyond 15 miles are not eligible for a business sign.
- 3 - 7. SERVICE DETAILS: Circle the type of business sign you are requesting. If you do not provide all the services listed beneath it, you may not be eligible for a business sign.
8. Examples of Licenses: Sales Tax, Health Department and any other state or local applicable licenses or permits.
9. Gas Service must be open a minimum of 16 continuous hours a day. Food Service must be in continuous operation to provide 2 meals a day.
- 10-12. Business must be open five (5) days a week for four (4) consecutive months as a minimum requirement for approval of this application.
13. If you are requesting business signs to be placed at an interchange, check "Specific" and "Supplemental" or "Both" as both a specific and supplemental sign are required at all interchanges. If the request is for an intersection, check "Specific" only as this is the only type of sign allowed.
14. Place a check after the lane of travel from which you want the business sign to be seen as the traffic approaches the interchange or the intersection. If you want business signs to be placed on both sides of the interchange or intersection, check "Both".
15. **A \$50.00 application fee is required for each business sign that is requested.** If the request is for a sign to be placed on a specific and a supplemental panel for one exit ramp of an interchange, the application fee is \$100.00. If the request is for signs to be placed on both exit ramps, the application fee is \$200.00. Enter the amount being remitted and the number of each type of sign requested.

NOTE: If the application is approved you will have sixty (60) days in which to remit your annual rental fee in the amount of \$155.00 for each specific information sign and each supplemental sign, and will be billed on a yearly basis on the anniversary date of the application approved date at the rental rate established. You also have sixty (60) days from the approval date to deliver your business signs to the designated place stated on your approved copy of the application.

Any required trailblazing signs shall be installed prior to any business sign being installed at the interchange, intersection or ramp.

The completed application and the required fee payment are to be submitted to one of the following offices:

Department of Transportation  
PO Box 1767  
Aberdeen, SD 57401-1767  
Phone (605) 626-2244

Department of Transportation  
PO Box 1206  
Mitchell, SD 57301-7206  
Phone (605) 995-8129

Department of Transportation  
104 S. Garfield Ave.  
Pierre, SD 57501-5405  
Phone (605) 773-3464

Department of Transportation  
PO Box 1970  
Rapid City, SD 57709-1970  
Phone (605) 394-2244

## How are highways subject to control identified?

All highways designated as part of the National Highway System (NHS) are subject to control. The NHS system includes all interstate highways and many of the former primary highways. Most primary highways that are subject to control that are not a part of the NHS system. If you want to know if a particular highway falls under the Outdoor Advertising Control jurisdiction, you can check with representatives of the Montana Department of Transportation.

## What is the control area?

Inside urban boundaries, outdoor advertising is controlled within 660 feet from the edge of the right of way.

Outside urban boundaries, outdoor advertising is controlled to the limit of visibility or readability of the sign. In commercial and industrial areas, conforming signs must be erected within 660 feet from the edge of the right of way.

The Urban boundary definition and maps are available from the Montana Department of Transportation. In Montana, the urban designation is for cities of populations of 5,000 or more. The boundaries are set by agreement among Federal, State, and Local governments.



*Montana Motorist  
Information Sign Group*

*A Division of Logo Signs of America, Inc.*

P.O. Box 5251 • Helena, Montana 59604

1-800-285-LOGO(5646)



The sign on the upper left is a Tourist-Oriented Directional Sign, while the other two are LOGO signs, which are maintained by Montana Motorist Information Sign Group.





## **Are there any signs that are exempt from control under this program?**

Yes, some signs that are visible from controlled highways are exempt from this program. They include:

-Directional and other official traffic signs.

-Signs advertising the sale or lease of property on which they are located.

-Signs advertising the products and activities conducted on the property on which they are located. These signs are referred to as "on premise" signs.

-Political signs. These signs are allowed 90 days before the applicable election and must be removed within 30 days following the election.

-LOGO and TODS signs authorized under the Motorist Information Sign Act.





Testimony of Darren Bleth  
La Quinta Inn & Suites – Dickinson

**House Bill 1360/1370**

Chairman Ruby and Members of the House Transportation Committee:

I am Darren Bleth, General Manager of the La Quinta Inn & Suites in Dickinson, ND.

I am writing in favor of House Bill 1360/1370, as its enactment would benefit my business – along with the lodging/hospitality industry overall – by helping commuting travelers in locating our hotel property. We are located 0.5 miles South of Interstate 94. As we are not directly visible by westward travelers, a blue highway sign presence would help direct them to their destination (our hotel property).

The enactment of House Bill 1360/1370 would not only help travelers in identifying the services available in the area, but also provide additional marketing value to the local businesses electing to participate.

We, as a Company, stand in support of the Blue Logo Signs and the potential benefit to the Dickinson lodging/hospitality industry.

**Please support House Bill 1360/1370.**

Sincerely,

Darren Bleth  
General Manager  
La Quinta Inn & Suites  
Dickinson, ND

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Testimony of Katie Culver

Hampton Inn & Suites Dickinson

**House Bill 1360/1370**

Chairman Ruby and Members of the House Transportation Committee:

I am Katie Culver, General Manager of the Hampton Inn & Suites Dickinson.

I am in favor of the Blue Logo signs and would like to see HB 1360 approved in North Dakota. As a frequent traveler it is so helpful when in an unfamiliar area and following a GPS to see the logo sign for the hotel or restaurant you are looking for instead of solely relying on an electronic, which can also be very distracting, to correctly deliver me to my destination.

As a member of the hospitality industry, I believe it is a huge asset to have the Blue Logo signs right near the exit the traveler needs to take. Billboards are at a premium in this area and it is often impossible to get the desirable locations as they are under lengthy contracts by older, existing businesses.

The logo signs benefit tourism by making it simple for travelers to see exactly where they can obtain specific services, and requiring criteria for these businesses to be in specific categories. As I understand it, if there is a location that has no businesses interested in posting on a sign, there would be no sign. The only areas that would have a sign are those that would be generating revenue by purchasing add space. The revenue is then used to maintain, replace, and erect the signs in the program.

Please support House Bill 1360/1370

Thank you,

Katie Culver

General Manager

Hampton Inn & Suites Dickinson

Katie.culver@hilton.com

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*Convention & Visitors Bureau  
250 Main St W – P.O. Box 724  
Valley City, ND 58072-0724  
(701) 845-1891  
[www.hellovalley.com](http://www.hellovalley.com)*

January 26, 2017

Transportation Committee  
Dan Ruby, Chairman  
600 East Boulevard Avenue  
Bismarck, ND 58505

Chairman Ruby and Committee Members,

We are asking for your support of HB1360/1370, the Blue Logo bill. This bill provides motorists information about traveler services when exiting the highway. Blue logo signs would help travelers make an informed decision and help them save time by knowing that what they want is found off the signed exit. They won't have to work off their Iphone to know what is available, possibly eliminating a safety hazard.

We assume the signs will be paid for by the business owners with the upkeep included in that charge. There will be standards that businesses will need to meet to be included on the logo signs. We want to provide a positive experience for our visitors.

Please vote yes on the Blue Logo bill to make it easy for our visitors to stop in our cities and to help our local businesses advertise in an efficient manner.

Sincerely,

Mary Lee Nielson, Marketing Coordinator  
Valley City Convention & Visitors Bureau



January 26, 2017

Transportation Committee  
Dan Ruby, Chairman  
600 East Boulevard Avenue  
Bismarck, ND 58505

Chairman Ruby and Committee Members,

Please support HB1360/1370, the Blue Logo bill. This bill has the potential of increasing tourism revenue throughout the state of North Dakota.

With the logos in plain view, as tourists are accustomed to seeing in most other states, travelers will be much more likely to venture into the smaller towns and cities to experience more of the North Dakota culture while they eat, tour and or stay. In our Visitor Center, often travelers meander in saying they that they just needed to get off interstate to take a break from driving. Although we are grateful for each visitor, we wonder how many more would stop if they knew what eateries, hotels and sites were available to them to enjoy.

Please vote yes on the Blue Logo bill and allow North Dakota to give our visitors the very best traveling experience we can.

Sincerely,

A handwritten signature in cursive script that reads "Kay Vinje".

Kay Vinje, Executive Vice President  
Valley City Area Chamber of Commerce



**Testimony of Julie Rygg, Executive Director  
Greater Grand Forks Convention & Visitor Bureau  
House Bills 1360 and 1370  
January 27, 2017**

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Chairman Ruby and House Transportation Committee Members:

Please accept this testimony, on behalf of the Greater Grand Forks Convention & Visitors Bureau (GGFCVB), as a request to adopt legislation allowing blue highway logo signs in North Dakota.

Travelers recognize these iconic signs across the United States and only three states, including North Dakota, do not currently participate in the program. The signs call attention to services such as gas, food, lodging, etc. near the interstate. With tourism being North Dakota's third largest industry, it is imperative we provide the services visitors desire.

The blue highway logo signs do not only benefit the traveler, they provide a great source of promotion for businesses and communities in North Dakota, which in turn can increase revenue. While some visitors may choose to stop for gas or a quick meal, others will spend time exploring a community and even decide to schedule a return trip.

Again, I ask to consider supporting House Bills 1360 and 1370. While specific requirements will need to be met for participating businesses, this program does not come at a cost to the state. In fact it provides numerous benefits for travelers, businesses and North Dakota communities.

Thank you for your time and consideration.



January 26, 2017

Representative Dan Ruby, Chair  
House Transportation Committee  
600 East Bismarck Expressway  
Bismarck, ND 58505

Dear Representative Ruby and Committee Members,

The Blue Logo bill before you (HB1360/1370) is a bill that provides motorists information about traveler services when exiting highways such as lodging and restaurants. When traveling through other states, motorists may encounter large blue signs that have logos for these types of businesses. Categories differ between states, but the logo signs are most often restaurants, hotels/resorts, gas stations, attractions and camping.

This program provides motorists with the options to view services as they enter communities. They entice travelers to enter communities and also offer directional arrows as to where to turn to reach these services. This type of directional signage keeps eyes on the roadway instead of looking at mobile phones and again, helps pull travelers into our communities.

Currently 47 states participate in the Blue Logo signage program and have seen great outcomes. This program is an optional program for businesses that would pay a small yearly fee and would have restrictions for open times, public restrooms and the businesses would have to indicate if they were seasonal or not.

Devils Lake is located on US Highway 2 which pulls traffic from both ends of the country as well as both ends of Canada traveling from one side to another. These Blue Logo signs would help direct this traffic to various locations around the lake as well as help pull traffic into our downtown area and would be very beneficial to our sales tax dollars, as well as our restaurant and lodging tax.

By putting in place this legislation, we are providing a great service to motorists traveling through our state as well as the businesses that would benefit from these travelers, getting them to stop in our communities instead of just moving on.

The committee has been provided data from our neighboring states and I hope you will take a look at what the Blue Logo sign program is helping drive their dollars and traffic.

Respectfully,

Suzie Kenner  
Executive Director



January 26, 2017

TO: Chairman Ruby and Members of the House Transportation Committee

RE: House Bill 1360/1370

My name is Paula Vistad, I am Executive Director of the Devils Lake Chamber of Commerce.

I support **House Bill 1360/1370** as part of the Highway Beautification Act. This Bill would allow motorists along our Highway 2 corridor to be able to see logos that are significant to the businesses in our business district located off the highway.

It will also eliminate the possibility of a collision due to a driver viewing their cell phone for information regarding services they could find on a sign.

This program is not mandatory, but it does provide additional marketing for the businesses that would choose to take advantage of its benefits.

I encourage you to support **House Bill 1360/1370**.

Sincerely,

Paula J. Vistad  
Executive Director



January 26, 2017

Transportation Committee  
North Dakota House of Representatives

Dear Chairman Ruby and Members;

As President of the Fargo-Moorhead Convention and Visitors Bureau I support passage of HB 1360 and HB 1370, which would establish a highway logo sign program in the state.

As a frequent traveler through Minnesota, I am very familiar with the use, and usefulness, of appropriately-placed "blue logo" signs in advance of freeway exits, and have taken advantage of the information they provide on many occasions. I believe establishing such a program in North Dakota would only serve to enhance the experience for visitors driving into and through the state. I hope you will send these measures to the floor with a "do pass" recommendation.

If you have any questions, feel free to contact me on my direct office phone line, 701-365-4567, or via email, which is [charley@fargomoorhead.org](mailto:charley@fargomoorhead.org).

Sincerely,



Charley Johnson  
President & CEO

**Fargo-Moorhead  
Convention & Visitors Bureau**

2001 44th St S  
Fargo ND 58103

800 • 235 • 7654

701 • 282 • 3653

(fax) 701 • 282 • 4366

[info@fargomoorhead.org](mailto:info@fargomoorhead.org)

[www.fargomoorhead.org](http://www.fargomoorhead.org)



H B 1360  
1-27-17  
# 3

Ramada Grand Dakota Hotel

Testimony of Elaine Myran

### House Bill 1360

Attention: Chairman Ruby and Members of the House Transportation Committee

Elaine Myran, General Manager of the Ramada Grand Dakota Hotel in Dickinson, ND.

I am requesting to adopt legislation allowing blue highway logo signs in North Dakota. Here are some of the key benefits the blue highway logo signs will provide:

- **Improve access** to our towns by attracting and directing motorist in to our communities which in turn will also promote local attractions, venue, and services.
- **Enhance visitor experiences** by enabling them to better arrive at their destination safely, find the needed services, and leave with a positive perception of the community.
- **Economically boost businesses and communities.** The signs will be a great way to promote businesses, which in turn increases revenues within our communities.

Again, I ask to consider supporting House Bill 1360. This program is no cost to the state just for participating businesses. The blue highway logo signs will be a positive reflection of our state to motorists.

Thank you for your time and consideration,

Sincerely,

Elaine Myran

Testimony of Lisa Sanborn  
TownePlace Suites by Marriott Dickinson

HB 1360  
1-27-17  
#4

**House Bill 1360/1370**

Chairman Ruby and Members of the House Transportation Committee:

I am Lisa Sanborn, General Manager of the TownePlace Suites by Marriott in Dickinson, ND.

I am in favor of this bill because it would benefit my business by assisting motorists in finding my location. We are located 2.3 miles North of the Interstate, and not visible to the motorists when entering our community. Having a presence on a blue highway sign would help identify our location to motorists.

By enacting this legislation not only will it help motorists in finding the services available in the community, it will also provide additional marketing value to local businesses that chose to participate.

We as a Company support the Blue Logo Sign bills, and would participate in in this service.

**Please support House Bill 1360/1370.**

Sincerely,



Lisa Sanborn

General Manager

HB 1360  
1-27-17  
#5

North Dakota House Transportation Committee  
HB 1360 and HB 1370  
Testimony of Kari Newman Ness



A.)

B.) What ND offers currently in the Right-of-Way:



C.) The fiscal Note:

+The note understates the time required of the NDDOT to get a program such as this established.

D.) How Logo Signs work:

Proximity

Logo/Brand recognition

NDDOT run or private company?

E.) What are Logo signs designed to do?

Quick In, Quick Stop and quickly back on the road and through our state.

They do not encourage a look around or exploration of our cities and towns.

Thank you.

Kari Newman Ness

Prepared by  
Greg A. Hayes

# MINNESOTA AXLE WEIGHT LIMITS

2010

Distance in Feet  
between Axle  
Centers

Minnesota Statute 169.824 Subdivision 1 Effective August 1, 2010

**2 Axles      3 Axles      4 Axles      5 Axles      6 Axles      7 Axles      8 Axles**

4	34000					
5	34000					
6	34000					
7	34000	34000				
8	34000	34000				
<b>8 plus</b>	<b>38000*</b>	<b>42000</b>				
9	39000*	43000				
10	40000*	43500	49000			
11		44500	49500			
12		45000	50000			
13		46000	51000			
14		46500	51500	57000		
15		47500	52000	57500		
16		48000	53000	58000		
17		49000	53500	59000		
18		49500	54000	59500		
19		50500	55000	60000		
20		51000	55500	60500	66000	72000
21		52000	56000	61500	67000	72500
22		52500	57000	62000	67500	73000
23		53500	57500	62500	68000	73500
24		54000	58000	63000	68500	74000
25		<b>55000</b>	59000	64000	69000	75000
26		<b>55500</b>	59500	64500	70000	75500
27		<b>56500</b>	60000	65000	70500	76000
28		<b>57000</b>	61000	65500	71000	76500
29		<b>58000</b>	61500	66500	71500	77000
30		<b>58500</b>	62000	67000	72000	77500
31		<b>59500</b>	63000	67500	73000	78500
32		<b>60000</b>	63500	68000	73500	79000
33			64000	69000	74000	79500
34			65000	69500	74500	80000
						82000
						82500
						83000
						83500
						84500
						85000
						85500

8 Plus indicates a measurement over 8 feet but less than 9 feet

Weights possible only on 10 ton routes

**55000**  
**55500**  
**56500**  
**57000**  
**58000**  
**58500**  
**59500**  
**60000**

No vehicle or combination of vehicles can be operated upon the highways when the total gross weight on any axle group exceeds the weight shown on this axle weight limit chart. *Statute 169.824 Sub 1 2010 Session*

\* In 2 axle column denotes weights for 10-ton only. 9-ton weight for 8+ feet is 34,000, for 9 feet is 35,000 and for 10 feet is 36,000 pounds

Distance in Feet  
between Axle  
Centers

**Minnesota Statute 169.824 Subdivision 1 Effective August 1, 2010**

	2 Axles	3 Axles	4 Axles	5 Axles	6 Axles	7 Axles	8 Axles
35			65500	70000	75000	80500	86000
36			66000	70500	76000	81000	86500
37			67000	71500	76500	81500	87000
38			67500	72000	77000	82000	87500
39			68000	72500	77500	82500	88500
40			69000	73000	78000	83500	89000
41			69500	74000	79000	84000	89500
42			70000	74500	79500	84500	90000
43			71000	75000	80000	85000	90500
44			71500	75500	80500	85500	91000
45			72000	76500	81000	86000	91500
46			72500	77000	81500	87000	92500
47			73500	77500	82000	87500	93000
48			74000	78000	83000	88000	93500
49			74500	79000	83500	88500	94000
50			75500	79500	84000	89000	94500
51			76000	80000	84500	89500	95000
52			76500	80500	85000	90500	95500
53			77500	81000	86000	91000	96500
54			78000	81500	86500	91500	97000
55			78500	82500	87000	92000	97500
56			79500	83000	87500	92500	98000
57			80000	83500	88000	93000	98500
58				84000	89000	94000	99000
59				85000	89500	94500	99500
60				85500	90000	95000	100500
61						95500	101000
62						96000	101500
63						96500	102000
64						97000	102500
65							103000
66							103500
67							104500
68							105000
69							105500
70							106000
71							106500
72							107000
73							107500
74							108000

Two consecutive tandems may carry a gross weight of 34,000 lbs each, and a total of 68,000 lbs together, when the centers of the first and last axle of the group are spaced 36 feet or more. "Tandem axles" (in Minnesota) means two consecutive axles whose centers are spaced more than 40 inches and not more than 96 inches apart. (169.822 Sub 5)

Weights possible only on 10 ton routes

**Other than the winter load increase (WLI) on non-interstate highways, weights shown in RED over 80,000 pounds are allowed with proper axle spacing and only on authorized routes with a valid transportation permit by the proper road authority. Check First!**

**Testimony of Andy Peterson**  
**Greater North Dakota Chamber of Commerce**  
**HB 1360 & 1370**  
**House Transportation Committee**  
**Honorable Dan Ruby - Chair**  
**January 27, 2017**

Mr. Chairman and members of the committee, my name is Andy Peterson and I am here today representing the Greater ND Chamber, local chambers of commerce, and other business associations throughout North Dakota. Some members of the media describe the GNDC as the most prominent business organization in North Dakota. We stand in opposition of HB 1360 & HB 1370 and ask for a "do not pass" recommendation.

These signs encourage the traveling public to get out of their cars near the Interstate, get what they need and get on their way. It is not at all what we want people traveling through our state to do. We want them to visit many of our businesses, not only the ones with well-known logos that happen to be located near the highway.

There has been a focus in recent years to revitalize and renew our downtowns. These signs do nothing to support that effort. We want folks to explore our cities, visit our attractions, our hotels and restaurants; all of them, not just the ones located near the interstate. We'd like visitors to make their way downtown and have a beer, a glass of wine and a nice meal, shop a bit...maybe even stay in a nice downtown hotel.

Logo signs are offered to the businesses nearest the interstate first. We don't know the details at this point but one can assume they will be less expensive than traditional outdoor, newspaper, television and radio advertising; giving an unfair financial advantage to those located nearest the highways should they choose to participate. Also, should this pass, this will be a program run by the NDDOT. The signs will be located in the right-of-way which puts the state in the advertising business, in competition with many of our members already in the advertising business. Worse still, traditional advertising companies cannot use the right of way.



Given our few exits in comparison to larger states, and the ability of those near the highway to erect very tall signs motorists do not need to have logo signs to know what is near the exits. For example, in Bismarck you can clearly see the Simonson Gas Station sign as you approach the Highway 83 exit heading west. In Tower City you can see the Cenex sign for miles in either direction. And, in Steele you can see the Coffee Cup sign for miles in either direction as well.

Again, this may be a solution in search of a problem. We do not want to see another government agency competing with private business.

