

## Logo and Tourist-Oriented Directional Signs (TODS)

### Message Points

- Logo and TODS can supplement the information provided by billboards
- Logo signs are considered directional guide signs and not advertising devices
- TODS are allowed on rural, non-freeway routes

### Logo and TODS Signs

The Highway Beautification Act (HBA) allows states to place Logo signs for essential services (gas, food, lodging, and camping) along the Interstates, federal-aid primary highways and National Highway System. In 2000 and 2004, other service categories were added: attractions and pharmacies.

Tourist-oriented directional signs (TODS) are located along rural, non-freeway routes and provide business identification and directional information for cultural, historical and recreational activities and commercial establishments.

The OAAA supports Logo and TODS programs as supplements to billboards in providing basic motorist services information.

The FHWA “*Manual on Uniform Traffic Control Devices*” (MUTCD) is the regulatory authority for signs on the right-of-way, including TODS and Logos.

From a fairness standpoint, Logo signs favor well-known brands with iconic symbols.

At times, those who study sign-related issues explore traffic-safety issues, i.e. whether roadside signs cause significant driver distraction. In 2000, Virginia started a pilot program at certain interchanges to add full-service food Logos onto camping signs.

“There was nothing in the crash data results to suggest that the additional signs caused an increase in crashes,” said the study, conducted by the Virginia Tech Transportation Institute (VTTI). Researchers examined crash data from 1999 through 2003 for areas near the test sites.

## References

23 U.S.C. 131(f) - Logo signs on Interstate and federal-aid primary highways and National Highway System

*Manual on Uniform Traffic Control Devices*: Chapter 2F – Specific Service Signs (i.e. logos)

*Manual on Uniform Traffic Control Devices*: Chapter 2G – Tourist-Oriented Directional Signs

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Lee, Suzanne E., Sudweeks, Jeremy D., *Specific Service Signs: Full Service Food Logo Panel MUTCD Experiment*, by the Virginia Tech Transportation Institute for the Virginia Department of Transportation, October, 2005.

“Model State Laws and Regulations Detailing the Participation and Practices in the Logo and TODs Program,” OAAA

“National Standards for Traffic Control Devices: the Manual on Uniform Traffic Control Devices for Streets and Highways: Specific Service and General Service Signing for 24-hour Pharmacies,” Federal Register/Vol. 69, No. 90/ Monday, May 10, 2004/Rules and Regulations.

## Citations

### A. Federal Law

23 U.S.C. 131(f)—logo signs on Interstate and federal-aid primary highways and National Highway System

The use of brand-name logo signs on the rights of way of Interstate and Federal-aid Primary highways is authorized by Section 131(f), Title 23, U.S. Code, which reads as follows:

Subsection (f), logo signs:

“The Secretary, in consultation with the States, shall provide within the rights-of-way for areas at appropriate distances from interchanges on the Interstate System, on which signs, displays, and devices giving specific information in the interest of the traveling public may be erected and maintained. The Secretary may also, in consultation with the states provide within the rights-of-way of the primary system for areas in which signs, displays, and devices giving specific information in the interest of the traveling public may be erected and maintained. Such signs shall conform to national standards to be promulgated by the Secretary.”

Subsection (q) (1), TODS:

“During the implementation of State laws enacted to comply with this section, the Secretary shall encourage and assist the State to develop sign controls and programs which will assure that necessary directional information about facilities providing goods and services in the interest of the traveling public will continue to be available to motorists. To this end the Secretary shall restudy and revise as appropriate existing standards for directional signs authorized under subsections 131(c)(1) and 131(f) to develop signs which are functional and aesthetically compatible with their surroundings. He shall employ the resources of other federal departments and agencies, including the National Endowment for the Arts, and employ maximum participation of private industry in the development of standards and systems of signs developed for those purposes.”

## B. Federal Guidelines for States

Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD), U.S. Department of Transportation and Federal Highway Administration, Parts 2F (LOGOS) and 2G (TODS) provide the regulatory basis for logo and TODS sign criteria.

### CHAPTER 2F. SPECIFIC SERVICE SIGNS (i.e. Logos)

#### 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.

Guidance:

Distances to eligible services should not exceed 5 km (3 mi) in either direction.

Option:

If, within the 5 km (3 mi) limit, facilities for the services being considered are not available or choose not to participate in the program, the limit of eligibility may be extended in 5 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;
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 three 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.

## 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 attraction, camping, lodging, food, and gas services, in that order.

A Specific Service sign shall display the word message GAS, FOOD, LODGING, CAMPING, or ATTRACTION, 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:

GAS, FOOD, LODGING, and CAMPING signs may be used on any class of highway. General Service signs may be used in conjunction with Specific Service signs for eligible types of services that are not represented by a Specific Service sign.

## 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 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.

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 600 mm (24 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.

## 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.

## Chapter 2G. Tourist-oriented Directional Signs

### Section 2G.01 Purpose and Application

#### Support:

Tourist-oriented directional signs are guide signs with one or more panels that display the business identification of and directional information for business, service, and activity facilities.

#### Standard:

A facility shall be eligible for tourist-oriented directional signs only if it derives its major portion of income or visitors during the normal business season from road users not residing in the area of the facility.

#### Option:

Tourist-oriented directional signs may include businesses involved with seasonal agricultural products.

#### Standard:

When used, tourist-oriented directional signs shall be used only on rural conventional roads and shall not be used at interchanges on expressways or freeways.

#### Guidance:

Where both tourist-oriented directional signs and Specific Service signs (Chapter 2F) would be needed at the same intersection, the tourist-oriented directional signs should incorporate the needed information from, and be used in place of, the Specific Service signs. Each State that elects to use tourist-oriented directional signs should have a State policy for use as indicated in Section 2G.07.

#### Option:

Tourist-oriented directional signs may be used in conjunction with General Service signs.

### Section 2G.02 Design

#### Standard:

Tourist-oriented directional signs shall have one or more panels for the purpose of displaying the business identification of and directional information for eligible facilities. Each panel shall be rectangular in shape and shall have a white legend and border on a blue background. The content of the legend on each panel shall be limited to the business identification and directional information for not more than one eligible business, service, or activity facility. The legends shall not include promotional advertising.

#### Guidance:

Each panel should have a maximum of two lines of legend including not more than one symbol, a separate directional arrow, and the distance to the facility shown



beneath the arrow. Arrows pointing to the left or up should be at the extreme left of the sign.

Arrows pointing to the right should be at the extreme right of the sign. Symbols, when used, should be to the left of the word legend or logo.

Option:

The tourist-oriented directional sign may have the word message TOURIST ACTIVITIES at the top of the sign.

Standard:

The TOURIST ACTIVITIES word message shall be a white legend and border on a blue background. It shall be placed above and in addition to the panels.

Option:

The General Service sign symbols and the symbols for recreational and cultural interest area signs may be used. Logos for specific businesses, services, and activities may also be used. Based on engineering judgment, the hours of operation may be added on the panels.

Standard:

When used, symbols and logos shall be an appropriate size (see Section 2G.04). Logos resembling official traffic control devices shall not be permitted.

### Section 2G.03 Style and Size of Lettering

Guidance:

All letters and numbers on tourist-oriented directional signs, except on the logos, should be upper-case and at least 150 mm (6 in) in height. Any legend on a logo should be proportional to the size of the logo.

Standard:

Design standards for upper-case letters, lower-case letters, numerals, and spacing shall be as provided in the "Standard Alphabets for Highway Signs and Pavement Markings."

### Section 2G.04 Arrangement and Size of Signs

Standard:

The size of a tourist-oriented directional sign shall be limited to a maximum height of 1.8 m (6 ft). However, additional height shall be allowed to accommodate the addition of the optional TOURIST ACTIVITIES message discussed in Section 2G.02 and the directional word messages discussed in Section 2G.05.

Guidance:

The number of intersection approach signs (one sign for tourist-oriented destinations to the left, one for destinations to the right, and one for destinations straight ahead) installed in advance of an intersection should not exceed three. The number of

panels installed on each sign should not exceed four. The panels for right-turn, left-turn, and straight-ahead destinations should be on separate signs. The left-turn destination sign should be located farthest from the intersection, then the right-turn destination sign, with the straight-ahead destination sign located closest to the intersection. Signs for facilities in the straight-ahead direction should be considered only when there are signs for facilities in either the left or right direction. When it is appropriate to combine the left-turn and right-turn destination panels on a single sign, the left-turn destination panels should be above the right-turn destination panels. When there are multiple destinations in the same direction, they should be in order based on their distance from the intersection. Except as noted in the Option, a straight-ahead panel should not be combined with a sign displaying left hand/ or right-turn facilities. The panels should not exceed the size necessary to accommodate two lines of legend without crowding. Symbols and logos on a panel should not exceed the height of two lines of word legends. All panels and other parts of the sign should be the same width, which should not exceed 1.8 m (6 ft).

Option:

At intersection approaches where three or fewer facilities are shown, the left-turn, right-turn, and straight-ahead destination panels may be combined on the same sign.

## Section 2G.05 Advance Signs

Guidance:

Advance signs should be limited to those situations where sight distance, intersection vehicle maneuvers, or other vehicle operating characteristics require advance notification of the services. The design of the advance sign should be identical to the design of the intersection approach sign. However, the directional arrows and distances to the facilities should be omitted. The directional word messages NEXT RIGHT, NEXT LEFT, or AHEAD should be placed on the sign above the business identification panels. The directional word messages should have the same letter height as the other word messages on the panels.

Standard:

The directional word messages shall be a white legend and border on a blue background.

Option:

The legend RIGHT 1 KM (1/2 MILE) or LEFT 1 KM (1/2 MILE) may be used on advance signs when there are intervening minor roads. The height required to add the directional word messages recommended for the advance sign may be added to the maximum sign height of 1.8 m (6 ft).

## Section 2G.06 Sign Locations

Guidance:

If used, the intersection approach signs should be located at least 60 m (200 ft) in advance of the intersection. Signs should be spaced at least 60 m (200 ft) apart and at least 60 m (200 ft) from other traffic control devices. If used, advance signs should be located approximately 1 km (0.5 mi) from the intersection with 150 m (500 ft) between these signs. In the direction of travel, the order of advance sign placement should be to show the facilities to the left first, then facilities to the right, and last, the facilities straight ahead. Position, height, and lateral clearance of signs should be governed by Chapters 2A and 2D except as permitted in this Section.

Option:

Tourist-oriented directional signs may be placed further from the edge of the road than other traffic control signs.

Standard:

The location of other traffic control devices shall take precedence over the location of tourist-oriented directional signs.

## Section 2G.07 State Policy

Standard:

To be eligible for tourist-oriented directional signing, facilities shall comply with applicable State or Federal 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. Each State that elects to use tourist-oriented directional signs shall adopt a policy that complies with these provisions.

Guidance:

Each State that elects to use tourist-oriented directional signs should have a policy that includes:

- A. A definition of tourist-oriented business, service, and activity facilities.
- B. Eligibility criteria for signs for facilities.
- C. Provision for incorporating Specific Service signs into the tourist-oriented directional signs as required.
- D. Provision for covering signs during off seasons for facilities operated on a seasonal basis.

- E. Provisions for signs to facilities that are not located on the crossroad when such facilities are eligible for signs.
- F. A definition of the immediate area. The major portion of income or visitors to the facility should come from road users not residing in the immediate area of the facility.
- G. Maximum distances to eligible facilities. The maximum distance should be 8 km(5 mi).
- H. Provision for information centers (plazas) when the number of eligible sign applicants exceeds the maximum permissible number of sign panel installations.
- I. Provision for limiting the number of signs when there are more applicants than the maximum number of signs permitted.
- J. Criteria for use at intersections on expressways.
- K. Provisions for controlling or excluding those businesses which have illegal signs as defined by the Highway Beautification Act of 1965 (23 U.S.C. 131).
- L. Provisions for States to charge fees to cover the cost of signs through a permit system.
- M. A definition of the conditions under which the time of operation is shown.
- N. Provisions for determining if advance signs will be permitted, and the circumstances under which they will be installed.

## C. Model State Laws and Regulations Detailing the Participation and Practices in the Logo and TODs Program

The following state statutes are examples that reflect the general provisions as determined by the Highway Beautification Act of 1965 (HBA).

### California

#### Section 229.18-229.20

229.18. The department shall administer the generic tourist oriented directional sign program and collect the fees described in this chapter.

229.19. (a) The design and installation of signs pursuant to this chapter shall conform to any federal standards applicable to the highway. In addition, the signs shall meet the standards and criteria prescribed by this chapter, and shall be posted only in rural areas on non-congested conventional highways where a sign would not pose any traffic dangers or disrupt the free-flowing movement of vehicles.

(b) The department shall not approve the placement of a sign under any of the following circumstances:

- (1) Within the boundaries of any city.
- (2) If the sign promotes gambling activities.
- (3) Within any urbanized area having a population of more than 50,000 persons, as designated by the most recent census of the United States Bureau of the Census.
- (4) If approval of the sign would violate any federal law, rule, or regulation and that violation would result in the loss of federal funds.

229.20. No signs authorized by this chapter shall be posted on any scenic highway, unless the county board of supervisors of the county in which the sign will be placed grants approval. Approval shall be given upon a modification of, and shall be consistent with, any existing corridor protection ordinance.

#### Section 229.25-229.31

229.25. The department shall determine that the facilities and attractions for which generic tourist oriented directional signs are provided meet the minimum criteria set forth in this article.

229.26. (a) Except as provided in subdivision (b), the distance from the nearest highway intersection to the nearest facility or attraction shall not exceed 10 miles.

(b) Notwithstanding subdivision (a), the maximum distance from the signed intersection to the nearest facility or attraction shall not exceed the following:

- (1) One mile for a service station

(2) Three miles for food or lodging facilities

229.27. Facilities for which signing is provided shall be located on a reasonably direct and maintained route and have sufficient signing to guide the motorist to the facility and back to the highway, as determined by the department.

229.275. All sign contracts are for a two-year period and are subject to reevaluation by the department at the end of that period.

229.28. The number of generic tourist oriented directional signs shall not exceed three signs on an approach to an intersection from either direction. If more signs are requested than authorized by this section, the department shall select the three facilities or attractions receiving the highest rankings based on existing criteria and point ranking systems developed for other business signing programs. Based on the rankings, an existing sign posted pursuant to this chapter may be displaced by a new sign at the end of a two-year contract.

229.281. (a) The department shall also take into consideration whether a business, attraction, or facility has existing on-premise or off-premise advertising structures located on a nearby state highway when determining its eligibility for a generic tourist oriented directional sign.

(b) The decision to place generic tourist oriented directional signs is at the sole discretion of the department.

229.282. (a) In any county having an active farm trails program that is recognized by the board of supervisors of that county, the individualized farm trail symbol may serve as the symbol on generic tourist oriented directional signs, if the farm trail signs comply with the requirements of this chapter.

(b) As used in this section, an active farm trails program means an organization of farmers and other rural enterprises that are in direct contact with the traveling public.

229.285. Tourist oriented directional signs erected pursuant to this chapter shall not identify particular businesses or services by name, but rather shall be generic and identify only the type or nature of the business or service available.

229.286. Signs identifying the location or proximity of gambling activities are not eligible for placement under this chapter.

229.29. In order to be eligible for a generic tourist oriented directional sign, an individual business or, if more than one business is to be included, then a majority of the businesses and attractions within 10 driving miles of the sign, shall conform to all of the following:

(a) Open to the public at least 40 hours per week and six days per week, for a minimum of three continuous months per year, and maintain regular hours and schedules.

(b) Seasonal businesses and attractions closed more than one week at a time shall have the sign covered or removed by the department during the period of closure.

(c) Possess any appropriate business license approved by the state and local agency regulating the particular business.

(d) Each business or attraction identified on a tourist oriented directional sign shall provide assurance of its conformity with all applicable laws concerning the public accommodation without regard to race, color, sex, culture, social origin or condition, or political or religious ideas.

229.30. If a business or attraction violates any provision of this chapter or regulations adopted by the department, it may lose its eligibility for a tourist oriented directional sign. The department may request the immediate removal of a generic tourist oriented directional sign if a business or attraction violates any section of this law or regulations.

229.31. No business or attraction shall be eligible for a generic tourist oriented directional sign if it is adjacent to, and visible from, the highway.

### **South Carolina**

#### Section 57-25-690

Information signs within right-of-way.

The Department of Transportation may provide within the right-of-way for areas at appropriate distances on which signs, displays and devices giving specific information in the interest of the traveling public may be erected and maintained under standards and regulations hereby authorized to be adopted by the Department of Transportation. Such standards and regulations may provide for cooperative agreements between the Department of Transportation and private interests for the use and display of brand names for FOOD, LODGING and GAS information signs on the highway right-of-way.

## Texas

### Sec. 391.091

#### Erection and Maintenance of Signs

The commission shall contract with an individual, firm, group, or association in this state to erect and maintain specific information logo signs at appropriate locations along an eligible highway.

#### 391.092. Regulation of Signs Generally

(a) The commission shall:

(1) regulate the content, composition, placement, erection, and maintenance of specific information logo signs and supports on an eligible highway right-of-way; and

(2) adopt rules necessary to administer and enforce this subchapter.

(b) A specific information logo sign must:

(1) have a blue background with a white reflective border; and

(2) contain a principal legend equal in height to the directional legend.

(c) A specific information logo sign may not:

(1) contain a message, symbol, or trademark that resembles an official traffic-control device; or

(2) contain more than six establishment names for each sign panel.

#### 391.093. Eligibility for Display on Sign

(a) A commercial establishment, to be eligible to have its name displayed on a specific information logo sign, must provide gas, food, lodging, or camping and be located not more than three miles from an interchange on an eligible highway. If no service participating or willing to participate in the specific information logo sign program is located within three miles of an interchange, the commission may grant permits for commercial establishments located not farther than:

(1) six miles from the interchange;

(2) nine miles from the interchange if no service participating or willing to participate in the program is located within six miles from the interchange;



(3) 12 miles from the interchange if no service participating or willing to participate in the program is located within nine miles of the interchange; or

(4) 15 miles from the interchange if no service participating or willing to participate in the program is located within 12 miles of the interchange.

(b) An establishment that provides gas must operate continuously at least 12 hours each day and provide:

(1) vehicle services, including fuel, oil, and water;

(2) tire repair, unless the establishment is self-service;

(3) restroom facilities and drinking water; and

(4) a telephone for use by the public.

(c) An establishment that provides food must:

(1) have any required license or other evidence showing compliance with applicable public health or sanitation laws;

(2) operate continuously at least 12 hours a day and serve three meals a day; and

(3) provide:

(A) seating capacity for at least 16 persons;

(B) public restrooms; and

(C) a telephone for use by the public.

(d) An establishment that provides lodging must:

(1) have any required license or other evidence showing compliance with applicable laws regulating facilities providing lodging;

(2) provide at least 10 rooms; and

(3) provide a telephone for use by the public.

(e) An establishment that provides camping must:

(1) have any required license or other evidence showing compliance with applicable laws regulating camping facilities;

(2) provide adequate parking accommodations; and

(3) provide drinking water and modern sanitary facilities.

(f) The department shall by rule provide that an establishment that provides lodging is eligible to have its name displayed on a specific information logo sign if the establishment is:

(1) visible from an eligible highway or an interchange on an eligible highway; and

(2) located on a street that is not more than two turns off the access or frontage road to the eligible highway.

### 391.0935. Major Shopping Area Guide Signs

(a) Unless the commission determines there is a conflict with federal law, the commission shall establish a program that allows the erection and maintenance of major shopping area guide signs at appropriate locations along eligible urban highways.

(b) The commission shall adopt rules regulating the content, composition, placement, erection, and maintenance of major shopping area guide signs and supports within eligible urban highway rights-of-way. A major shopping area is entitled to have its name displayed on major shopping area guide signs if it is located not farther than three miles from an interchange on an eligible urban highway.

(c) A major shopping area that has its name displayed on a major shopping area guide sign shall reimburse the commission for all costs associated with the composition, placement, erection, and maintenance of the sign.

(d) Major shopping area guide signs may be included as part of exit direction signs, advance guide signs, and supplemental guide signs and must include guide signs for both directions of traffic on an eligible urban highway.

(e) Sections 391.093(b)-(e) do not apply to major shopping area guide signs.

**Virginia**  
33.1-370.

B. The following signs, advertisements or advertising structures may be erected, maintained and displayed within 660 feet of the right-of-way of any interstate, national highway system, or federal-aid primary highway:

Class 1 - Official signs. - Directional and official signs and notices, which signs and notices shall include, but not be limited to, signs and notices pertaining to the availability of food, lodging, vehicle service and tourist information, natural wonders, scenic areas, museums and historic attractions, as authorized or required by law; however, where such signs or notices pertain to facilities or attractions which are barrier free, such signs or notices shall contain the International Barrier Free Symbol. The Commonwealth Transportation Board shall determine the type, lighting, size, location, number, and other requirements of signs of this class.

## List of States that have a privatized Logo and TODs Program

The following is a list of states that have privatized their logo and TODS signing programs. Currently there are 24 states that have privatized logo programs. For TODS, 8 states have privatized their program.

The list includes:

### Logo

- Arizona
- Colorado
- Delaware
- Florida
- Georgia
- Indiana
- Kansas
- Kentucky
- Maine
- Michigan
- Minnesota
- Missouri
- Mississippi
- Montana
- Nebraska
- Nevada
- New Jersey

- Oklahoma
- South Carolina
- Tennessee
- Texas
- Utah
- Virginia
- Wisconsin

### TODS

- Colorado
- Kentucky
- Michigan
- Missouri
- Nebraska
- Nevada
- New Jersey
- Virginia

## Manual on Uniform Traffic Control Devices (24-hour Pharmacies)

In July, 2004, United State Department of Transportation Secretary Mineta amends the MUTCD to include a provision permitting information to be provided to motorists to assist in locating licensed, 24-hour pharmacy services open to the public. The directive allows the placement of logo panels that display information disclosing the names or logos of pharmacies that are located with in three miles of an interchange on the Federal-aid system.