

**761—118.3(306C) Erection and location of specific service signs and placement of business signs.****118.3(1) General.**

*a.* The department shall erect specific service signs at rural interchanges if the requirements of this chapter are met and sufficient space is available. If sufficient space is not available for more than one specific service sign, the department may install a general service sign in lieu of a specific service sign.

*b.* Specific service signs shall be erected at an interchange only when the motorist can conveniently reenter the interstate or freeway-primary highway and continue in the same direction of travel.

**118.3(2) Mainline specific service signs and placement of business signs.** Following are the requirements for mainline specific service signs erected in advance of an interchange, in a single direction of travel, and limitations regarding the number and types of business signs attached to these service signs.

*a.* As spacing permits, a maximum of four mainline specific service signs may be erected in advance of an interchange from which motorist services are available.

*b.* The minimum spacing required between mainline specific service signs and between mainline specific service signs and other official guide or destination signs on the mainline is 800 feet.

*c.* If spacing limitations and the four-sign limit prohibit the erection of mainline specific service signs for the types of motorist services available, preference shall be given to available gas, food, lodging, camping or attraction services, in that order.

*d.* If services are displayed, the order of display of services in the direction of travel on successive mainline specific service signs is as follows: attraction, camping, lodging, food, and gas.

*e.* Each mainline specific service sign is limited to six business signs. This restriction applies regardless of whether the specific service sign displays a single type of motorist service or a combination of service types.

*f.* In general, only one type of motorist service should be displayed on each mainline specific service sign. However, the department may combine service types on one sign for a reason such as, but not limited to, the following:

(1) There is limited space available on the mainline for specific service signs.

(2) There is limited interest from qualified businesses or limited availability of motorist services at the interchange.

(3) There is an imbalance of qualified businesses between service types.

*g.* The requirements for mainline specific service signs that display a combination of motorist services are as follows:

(1) Each combination sign is limited to six business signs.

(2) No more than three types of motorist services shall be represented on any combination sign.

(3) For a combination sign displaying three types of motorist services, the number of business signs for each service type is limited to two.

(4) For a combination sign that will accommodate at least four business signs, each type of motorist service displayed on the sign must have at least two positions designated for that service type.

*h.* Either preference or equal representation shall be given for higher priority service types, as set out in paragraph “c” of this subrule, depending upon the motorist services available at the interchange, the interest expressed by qualified businesses in the logo signing program, and the anticipated future development of the area near the interchange.

*i.* In a single direction of travel, the total number of business signs displayed for a single type of motorist service is limited to 12, and no more than two mainline specific service signs shall display business signs for a single service type.

*j.* The department shall designate each mainline specific service sign for a particular type of motorist service, although the service sign may, in use, be displaying more than one service type, subject to paragraph “h” of this subrule. When a specific service sign designated for a particular service type exists and that sign is full, the department may grant an exception, in accordance with subrule 118.4(11), to allow the placement of a business sign for that service type on a specific service sign designated for another service type.

**118.3(3) Ramp specific service signs and placement of business signs.**

*a.* On a single-exit interchange, the department shall erect a ramp specific service sign if businesses for that type of motorist service are signed on the corresponding mainline specific service sign and one or more of these businesses or their on-premises signing is either not visible from the mainline or is not visible from the ramp at or before the point where a motorist needs to make a lane decision or turning decision. However:

(1) The department shall not erect ramp specific service signs if ramp design or spacing limitations prohibit the erection of these signs.

(2) The department may erect a general service sign on the ramp for the appropriate service type in lieu of a ramp specific service sign.

(3) If all services represented by business signs on the mainline specific service signs are located the same direction from the interchange, the department may erect a general service sign on the ramp in lieu of ramp specific service signs.

*b.* The number of ramp specific service signs that may be erected, the order of preference when space for ramp signs is limited, and the order in which motorist services are displayed on successive ramp signs are the same as the requirements for mainline specific service signs. Also, each ramp specific service sign is limited to six business signs.

*c.* Ramp specific service signs shall not be erected on double-exit interchanges.

*d.* If a business sign for a motorist service is displayed on a mainline specific service sign, the department has erected a ramp specific service sign for that service type, and the department has determined that the business or its on-premises signing is either not visible from the mainline or is not visible from the ramp at or before the point where a motorist needs to make a lane decision or turning decision, then a ramp business sign corresponding to the mainline business sign is required.

*e.* A ramp business sign is allowed only if it has a corresponding business sign displayed on a mainline specific service sign.

**118.3(4) Trailblazing signs.**

*a.* Trailblazing signs are required for a business that has a business sign displayed on a mainline specific service sign when the business is neither located on nor is visible from the road that intersects the mainline at the logo-signed interchange.

*b.* Trailblazing signs are used only on non-fully controlled access highways and are installed only for businesses that have business signs displayed on mainline specific service signs.

*c.* The department shall install trailblazing signs on routes under its jurisdiction and shall make signs available for local jurisdictions to place on routes within their jurisdictions.

*d.* The department may approve the use of an official traffic control device that is placed by the department or a local jurisdiction on the public right-of-way in compliance with the “Manual on Uniform Traffic Control Devices” as a substitute for a trailblazing sign.

*e.* If site or other conditions do not permit the erection of a trailblazing sign, the department may approve the use of an off-premises advertising device as a substitute for a trailblazing sign if the advertising device complies, as applicable, with 761—Chapter 117 (including permit requirements) and any local regulations; the device is legible and understandable; and the device is placed along the route in advance of the intersection where the trailblazing sign would have been placed.

*f.* No more than two trailblazing signs or approved substitutes are allowed for a business. If the department determines that more than two trailblazing signs or approved substitutes would be needed to guide motorists to the business, the business does not qualify for logo signing at the interchange. Also, if the department determines that one or two trailblazing signs or approved substitutes are required and conditions do not permit the erection of the required trailblazing signs or approved substitutes, the business does not qualify for logo signing at the interchange.