




# Memorandum

via Electronic Mail

Subject: **ACTION:** Interim Approval to Display More than Six Specific Service Logo Panels for a Type of Service

Date: September 21, 2006

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Reply to  
Attn. of: HOTO-1

To: Associate Administrators  
Chief Counsel  
Directors of Field Services  
Resource Center Director and Operations Managers  
Division Administrators  
Federal Lands Highway Division Engineers

**Purpose:** The purpose of this memorandum is to issue an Interim Approval to allow State and local highway agencies the option of displaying up to 12 logo panels for any one specific service type (i.e., Gas, Food, Lodging, Camping, Attraction, and 24-Hour Pharmacy) by using no more than two specific service signs.

**Background:** The Specific Service Sign Program (also known as the Logo program) was established in 1969. This State-sponsored program provides the traveling public with information about specific motorist services available at approaching interchanges. Eligible service facilities can use their business identification logo for services and attractions. The MUTCD provides minimum parameters on the number, spacing and specific service types allowed on the signs, and the States develop policies and criteria for selecting the eligible businesses that appear on the signs.

The current MUTCD language limits the number of specific service signs along an interchange or intersection approach to four signs. Each of these four signs must be allocated to one of the following services types: Gas, Food, Lodging, Camping, Attraction, or 24-Hour Pharmacy. Each sign can display a maximum of 6 logo panels for any service type. No service type is allowed to appear on more than one sign.

The MUTCD establishes these guidelines to ensure that State implementation of the program does not introduce safety concerns. The current language in the MUTCD provides States flexibility with respect to the selection criteria for the specific service sign program. The FHWA believes that States are in the best position to determine local needs with respect to criteria for availability of the various types of services.





If an agency opts to use this Interim Approval, the following design and operational requirements shall apply, and shall take precedence over any conflicting provisions of existing Section 2F.02 of the 2003 MUTCD for the interchanges and intersection approaches where the option granted under this Interim Approval is exercised:

- A maximum of 12 logo panels may be displayed on no more than two signs at any interchange or intersection approach for any one of the following specific service types: Gas, Food, Lodging, Camping, Attraction, and 24-hour Pharmacy.
- The additional logo panels may be displayed by either: (1) Sharing the empty space with another specific service type or (2) Using a separate specific service sign in situations where there are fewer than four specific service signs at an interchange or intersection approach.
- Each specific service sign shall be limited to no more than six logo panels.
- No specific service type shall appear on more than two specific service signs.
- No more than three types of services shall be represented on any one sign or sign assembly (See MUTCD Section 2F.02).
- If three types of services are shown on one sign, then the logo panels shall be limited to two for each service and if two types of services are displayed on one sign, there shall be no more than four logo panels for any one of the two service types (See MUTCD Sections 2F.02 and 2F.04).
- 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 (See MUTCD Figure 2F-1). When more than one service type is displayed, the logo panels for each service must be separated.
- 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 (See MUTCD Section 2F.02).
- Specific Service ramp signs shall only be installed along the ramp or at the ramp terminal for facilities that have logo panels displayed along the main roadway. Ramp logo panels may be omitted if the facilities are readily visible from the ramp terminal (see MUTCD Section 2F.07). The spacing between ramp signs should be determined based on an engineering study that considers factors such as the length of the ramp and the safe mobility needs of the road user. In some cases, it might not be feasible to install all four Specific Service signs on the mainline because of the ramp constraints. An order of priority is especially critical where space is limited for sign installation and there is a demand for different types of ramp signs. Regulatory and warning information should be displayed rather than guide signing in cases where conflicts occur (see MUTCD Section 2A.16).

- The successive order for Specific Service signs (i.e., 24-hour Pharmacy, Attraction, Camping, Lodging, Food, and Gas) as discussed in MUTCD Section 2F.02 will not be required for purposes of this interim approval. For example if the Specific Service signs in the direction approaching the exit ramp are currently one for lodging, one for food and one for gas, then you can add a 4th Specific Service sign for food in the location preceding the lodging sign. You would not have to move the lodging sign.

Any questions concerning this Interim Approval should be directed to Ms. Linda Brown at [Linda.L.Brown@dot.gov](mailto:Linda.L.Brown@dot.gov) or by telephone at 202-366-2192.

cc: Mr. Roger Wentz, ATSSA