

# WEST VIRGINIA DIVISION OF HIGHWAY'S

## LOGO - TODS/LOGO SIGNING PROGRAMS



JULY 2005 REVISION

**Traffic Engineering Division**

**REVISION 7/1/2005**

**WEST VIRGINIA DIVISION OF HIGHWAYS**

***LOGO AND TODS/LOGO SIGNING PROGRAMS  
ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM***

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# INTRODUCTION

## **What are the available Specific Services Signing Programs in West Virginia?**

The West Virginia Division of Highways' (WVDOH) has provided Specific Motorist Services Signing, also known as the LOGO signing, for travelers along the rural West Virginia Interstate highway system since the 1980's. Since its inception, the WVDOH has worked closely with participating businesses to render a high quality program that provides the traveler with clear and concise directional information to business facilities offering the Specific Motorist of "FUEL", "FOOD", "LODGING" and "CAMPING".

In 1999, the LOGO signing program was reconfigured to include other major rural expressways within West Virginia. It was also modified to include a fifth specific motorist service of "TRAVEL ATTRACTIONS" on the national rural Interstate highway system. This expansion of including other expressways, and the addition of "TRAVEL ATTRACTIONS", is referred to as the TODS/LOGO signing program. Additionally, the rural Interstate highway system and the rural expressway facilities are now eligible for TODS/LOGO type signing.

Both the LOGO program and the TODS/LOGO program criteria are provided within this publication. Although these programs are very similar, they have unique differences. Throughout this publication, criteria for each program are defined in its own section.

Eligible businesses applying for participation are required to meet certain criteria before acceptance into either program. All criteria contained in this publication, including standards and specifications, conform to federal guidelines established by the United States Department of Transportation, Federal Highway Administration.

## **The LOGO Signing Program:**

Typically, a qualifying business offering the services of “FUEL”, “FOOD”, “LODGING”, and “CAMPING” are located in the general vicinity of a rural Interstate highway. Eligible routes are listed on page 7. Should a business meet the eligibility for “TRAVEL ATTRACTIONS” signing, it may qualify for such under the TODS/LOGO signing program.

If the above conditions for FUEL”, “FOOD”, “LODGING”, and “CAMPING apply to a qualifying business, reference should be made to the LOGO program provided for in the pertinent section of this publication.

## **The TODS/LOGO Signing Program:**

Typically, a qualifying business offering the services of “FUEL”, “FOOD”, “LODGING”, “CAMPING” and/or “TRAVEL ATTRACTIONS” are located in the general vicinity of a rural expressway route. Eligible routes are listed on pages 29-30.

If the above conditions for “FUEL”, “FOOD”, “LODGING”, “CAMPING and “ATTRACTIONS” apply to a qualifying business, reference should be made to the TODS/LOGO program provided for in the pertinent section of this publication.

# LOGO PROGRAM

## *WHAT IS THE LOGO SIGNING PROGRAM?*

The West Virginia Division of Highways' (WVDOH) LOGO Sign Program is designed to provide motorists traveling the rural Interstate highway system with clear and concise directional information to businesses offering specific motorist services. These services are specifically defined as "FUEL", "FOOD", "LODGING", and/or "CAMPING". Only businesses providing one or more of the aforementioned services may apply for participation in the LOGO program.

Eligible businesses applying for participation are required to meet certain criteria before acceptance into the program.

All criteria contained in this publication, including standards and specifications, conform to federal guidelines established by the US Department of Transportation, Federal Highway Administration.

The Director of the Traffic Engineering oversees and administrates the LOGO signing program for the WVDOH. It is therefore suggested that any questions or inquiries regarding all applicable program guidelines and criteria be directed to the Traffic Engineering offices noted in this publication (pages 53-54).

## LOGO GUIDELINE SUMMARY

<u><b>SERVICES</b></u>	<u><b>INTERSTATE HIGHWAYS</b></u>
1. FUEL	LOGO PROGRAM
2. FOOD	LOGO PROGRAM
3. LODGING	LOGO PROGRAM
4. CAMPING	LOGO PROGRAM
5. TRAVEL ATTRACTIONS	SEE "TODS/LOGO PROGRAM" WITHIN THIS PUBLICATION
6. Maximum number of eligible business facilities that can be accommodated per Interchange.	<i>Fuel.....6</i> <i>Food.....6</i> <i>Lodging.....6</i> <i>Camping.....6</i>
7. Length of time eligible businesses can participate in LOGO sign program: <i>Fuel</i> <i>Food</i> <i>Lodging</i> <i>Camping</i>	No time limit as long as business facility continues to meet current requirements (time limits are set for TODS/LOGO program)

**LOGO SIGNING PROGRAM  
ELIGIBLE INTERSTATE FACILITIES**

Highway segments designated as rural Interstate or fully controlled access expressway facilities are eligible for installation of LOGO signing.

The following rural Interstate and Expressway facilities are eligible for installation of LOGO signing:

<b><u>INTERSTATE / EXPRESSWAY ROUTES</u></b>	<b><u>COUNTIES</u></b>	<b><u>WVDOH DISTRICT</u></b>
I-64	Clay, Kanawha, Putnam	1
I-64	Cabell, Wayne	2
I-64	Fayette, Greenbrier, Summers	9
I-64	Raleigh	10
I-68	Monongalia, Preston	4
I-70	Ohio	6
I-77	Kanawha	1
I-77	Jackson, Wood	3
I-77	Fayette	9
I-77	Mercer, Raleigh	10
I-79	Kanawha, Clay	1
I-79	Roane	3
I-79	Harrison, Marion, Monongalia	4
I-79	Braxton, Gilmer, Lewis	7
I-81	Berkeley	5
I-470	Ohio	6
US 22	Brooke, Hancock	6

Other sections of Interstate and Expressway facilities may be considered for such signing only after an engineering evaluation of existing physical roadway conditions reveal that it would not be detrimental to the safe operation of the highway. Such an evaluation would take into consideration but not be limited to:

1. The number and sequence of interchanges spaced at distances of one mile or less,
2. The proliferation of existing official signs,
3. The ability of drivers to guide their vehicles in a safe and prudent manner within a specific section of roadway,
4. The availability of outdoor advertising visible from the expressway; and
5. The visibility of numerous motorist services and travel attractions from the expressway.

## LOGO CRITERIA

### *WHAT ARE THE QUALIFICATIONS OF A BUSINESS TO PARTICIPATE IN THE LOGO SIGNING PROGRAM?*

#### **A. TYPES OF SPECIFIC MOTORIST SERVICES**

Four types or categories of specific motorist services will be considered for participation in the LOGO program. They are “FUEL”, “FOOD”, “LODGING” and “CAMPING”. The qualification for each particular service is as follows:

##### **1. FUEL**

- a. This service shall be available at least 16 continuous hours per day, seven days a week.
- b. The normal services offered by a fuel station, such as fuel, oil, water, tire repair, and public telephones shall be available. If a fuel station does not provide one or more of the above-mentioned services, it must agree to have information available as to where a motorist may obtain these services.
- c. The establishment shall provide modern and sanitary restrooms that are adequate and well maintained and separated by gender, or which meet local public sanitary and health requirements.
- d. If alternative fuel is available, the LOGO may incorporate up to two additional words (Diesel or CNG) within the business panel provided by the business, but no other designations will be provided. Businesses that sign for Diesel services must be able to accommodate tractor trailer traffic.
- e. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.

##### **2. FOOD**

- a. This service shall be in continuous operation at least 10 hours a day, six days a week. The establishment shall provide indoor seating for 12 or more people and offer three meals each day.
- b. The establishment shall provide modern and sanitary restrooms that are adequate and well maintained and separated by gender, or which meet local public sanitary and health requirements.

- c. The facility shall be clean and well maintained in accordance with the applicable state and local laws and ordinances.
- d. Public telephone service shall be available on the premises or at a nearby location.
- e. The facility shall be opened to the public and people of all ages.
- f. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.

**3. LODGING**

- a. There shall be adequate sleeping accommodations with at least 12 rooms.
- b. The facility shall be clean and well maintained in accordance with applicable state and local laws and ordinances.
- c. Public telephone service shall be available on the premises.
- d. This service shall be available seven days a week.
- e. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.
- f. The facility shall be opened to the public and people of all ages.

**4. CAMPING**

- a. There shall be adequate parking accommodations with a minimum of 12 campsites.
- b. Public telephone service shall be available on the premises.
- c. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.
- d. The facility shall be opened to the public and people of all ages.

**B. MULTIPLE SERVICES**

Separate business establishments offering similar services in the same structure shall file a separate application for each eligible service; however, each service must have a separate or distinct entrance and be appropriately identified.

A business can only apply for one LOGO business panel for each motorist service at any eligible interchange.

Malls, shopping plazas, outlet centers and other markets do not usually meet the requirements for inclusion in the LOGO program; however, consideration will be given to an otherwise eligible facility within the mall, shopping plaza, outlet center or market structure if the business utilizes a separate and exclusive entrance which is appropriately identified. It should also be noted that malls, shopping plazas, outlet centers and other markets may be eligible for inclusion in the TODS/LOGO program as an "ATTRACTION". Additional information on this program is available in the TODS/LOGO tabulated section of this publication.

**C. LOCATION OF SERVICES**

The maximum distance service facilities can be located from the main traveled way to qualify for a business sign shall not exceed three miles in either direction: except if within that three mile limit, services of the type being considered are not available, the limit of eligibility may be extended in three mile increments until services of the type being considered are reached. However, no services will be considered beyond a limit of 15 miles.

It shall be possible for a motorist to leave an Interstate highway or expressway facility, proceed to the stated service, and have convenient re-entry to the expressway to continue in his/her original direction.

**D. NUMBER OF SERVICES ALLOWED PER INTERCHANGE**

The number of business establishments displaying their LOGO business panels, or generic motorist service panels, on each motorist service signboard at an interchange shall not exceed six for each service. In other words, there may be a maximum of six (6) "FUEL", six (6) "FOOD", six (6) "LODGING" and six (6) "CAMPING" business panels at any one interchange. There are no exceptions to this requirement.

Additional motorist service signboards will not be installed to accommodate additional businesses. If the number of qualifying business establishments at any interchange exceeds the maximum allowable LOGO business panels that can be displayed at the interchange, then the shortest measured distance between each business and the interchange shall determine which LOGO business panels will be used. The distances will be measured from the entrance to the facility along the connecting roadways to the gore area of the nearest exit ramp.

A business establishment shall only be considered for participation at the nearest interchange to the facility.

**E. LENGTH OF PARTICIPATION**

A business applying to participate in the LOGO program must agree to participate in the program for a minimum of one year and pay in advance the appropriate fees

applicable for this one-year period. If for any reason, the business terminates its participation in the program prior to an anniversary date, there shall be no refunds of the already paid fees.

As long as a business maintains its eligibility and pays all applicable fees, it may continue to participate in the LOGO program indefinitely. In other words, a business may not be terminated, disqualified or removed to accommodate a competing business closer to the interchange.

**F. COSTS AND FEES**

The cost for the design and manufacture of a business' LOGO panel, or a generic motorist services panel, will be the responsibility of the business and this cost is negotiated between the business and its sign manufacturer.

All fees due the WVDOH will be invoiced after the LOGO business panels, or generic motorists services panels, are installed. Fees for the initial one-year term will be \$800 of which \$200 is for installation and the balance of \$600 is for display of the business' LOGO panels. Participating businesses will then be invoiced \$600 annually for display of their business panels.

**G. SEASONAL CLOSURE**

If a business requests, or the WVDOH requires, that the business panels not be displayed during seasonal closures of the facility, the business shall pay a fee of \$200 to have the WVDOH cover or remove all panels and a \$200 fee to have the WVDOH reinstall or uncover all panels. The business will be invoiced separately for each request. Additionally, the WVDOH reserves the right to determine the appropriate method of temporarily indicating that the business is closed. This will be accomplished by one of three procedures:

- a) Covering the entire business panel, or
- b) Placing a "CLOSED" message across the business panel, or
- c) Removing the entire business panel.

**H. REMOVAL OF LOGO BUSINESS PANEL**

LOGO business panels will be removed from an Interstate highway or expressway facility at the discretion of the WVDOH at any time due to:

- a) The closure and/or cessation of a business establishment operation, or
- b) The business' failure to comply with the criteria set forth in the current edition of the West Virginia LOGO Sign Program Publication and after receiving a thirty (30) day notice to take corrective action addressing identified deficiencies, or
- c) The business fails to meet its financial obligations as set forth in the West Virginia LOGO program; or

- d) The business upon the request of the WVDOH fails to replace, at its expense, all LOGO business panels that are damaged, defaced, vandalized, faded, illegible, non-reflective or no longer conveying their message in an acceptable or effective manner.

Upon removal of the LOGO business panels, they shall be stored at the WVDOH Traffic Services Complex, 180 Dry Branch Road, Charleston, West Virginia 25306, unless otherwise directed. The WVDOH does not assume any responsibility or liability for the business panels stored at the Traffic Services Complex or its premises for more than 120 days.

## **I. LOGO PROCEDURES**

### ***WHAT IS MY NEXT STEP?***

#### **APPLICATION PROCESS**

- STEP 1:** Complete enclosed application. Please fill in all applicable information and sign the application. If your business provides multiple services you must complete a separate application for each.
  
- STEP 2:** Mail completed application to the appropriate District Traffic Engineer. To determine your District Traffic Engineer please refer to page 7 of this publication and find the county in which your facility is located. Each county will be listed in its corresponding district, the name and address of the District Traffic Engineer corresponding to their respective district shall be found on pages 53 and 54.

#### **APPROVAL PROCESS**

- STEP 1:** The District Traffic Engineer reviews the application and conducts an on-site inspection of the business establishment. Upon completion of this review, the application is transmitted to the Traffic Engineering Division for approval.
  
- STEP 2:** The Traffic Engineering Division makes a final determination that the business establishment meets all the requirements of the LOGO program. If all the appropriate requirements are satisfactorily met, the application is approved.
  
- STEP 3:** The Traffic Engineering Division prepares two copies of a legal agreement between the Business and the WVDOH establishing mutual responsibilities regarding the proposed LOGO signing.
  
- STEP 4:** The owner/manager of the business establishment properly signs both copies of the agreement, keeping one for their files and returning the other directly to the Traffic Engineering Division (attention: LOGO Coordinator).

## **LOGO BUSINESS PANEL DESIGN AND FABRICATION**

- STEP 1:** After the applicant and the WVDOH have properly executed the LOGO agreement, the applicant shall contract with a sign manufacturer to design and fabricate their LOGO business panels.
- STEP 2:** The sign manufacturer transmits a layout of the proposed business panel (shop drawing) to the LOGO Coordinator for review and approval.
- STEP 3:** Once approved, the Traffic Engineering Division notifies the sign manufacturer and business owner, by letter, that the submitted shop drawings have been approved and that the LOGO business panels may be fabricated
- STEP 4:** Completed panels are then to be shipped to the Traffic Engineering Division, Traffic Services Complex (see page 19) for evaluation, inspection and conformance to the approved shop drawings. Upon passing this review, the business panels will be scheduled for installation by the WVDOH.

## **LOGO BUSINESS PANEL INSTALLATION AND INVOICING**

- STEP 1:** Approved LOGO business panels will be scheduled for installation usually within 30 to 45 days after being received by the WVDOH.
- STEP 2:** After all LOGO business panels are installed, the Traffic Engineering Division requests that the WVDOH Finance Division generate a \$800 invoice to the applicant. This invoice shall contain the processing and installation fee (\$200) plus the required annual (\$600) fee. It is incumbent on the business to pay all invoices immediately upon receipt.

## **DESIGNING YOUR LOGO BUSINESS PANEL**

As a LOGO participant you will be working with a sign manufacturer of your choice to develop a business panel design. (A representative listing of companies is listed on pages 55-56.) This design must meet all guidelines specified in this publication and must be approved by the Statewide LOGO Coordinator prior to the actual manufacture of the business panels. The business panel designs or shop drawings will be submitted on your behalf to the Statewide LOGO Coordinator by your sign manufacturer. Your business panel designs will be evaluated and approved or rejected based on criteria contained in this publication.

Your business panel design will be evaluated as either a Non-Registered Trademark LOGO, or as a Registered Trademark LOGO. Combinations of a Registered Trademark LOGO and a Non-Registered Trademark LOGO are not permitted on the same business panel. Additionally, two or more Trademark LOGOs are not permitted on the same business panel.

The following is a brief description of each category:

## **REGISTERED TRADEMARK LOGO**

Businesses identified with a nationally recognized Registered Trademark LOGO will be permitted to use that LOGO as their business panel design. Business panels displaying this type LOGO are governed by the following criteria:

These designs shall incorporate only the Registered Trademark LOGO and shall not include additional text or graphics. Text that is part of the Registered Trademark LOGO is not required to meet the minimum letter height for legend. Exception: A FUEL brand LOGO may incorporate up to two additional words (i.e. Diesel and CNG) within the business panel(s) to indicate that alternative fuel is available; however, these word designations shall meet the minimum letter requirements required for Non-Registered Trademark LOGO business panels. The use of a Trademark Registered LOGO cannot be combined with a Non-Registered Trademark LOGO on the same business panel.

All Registered Trademark LOGOS shall be registered or pending with the US Trademark and Patent Office. Documentation from the US Trademark and Patent Office may be required to be submitted by the Business to the WVDOH.

Business panels displaying a Registered Trademark LOGO must incorporate a 3/4 inch border on the 36" x 60" panels, and 3/8 inch border on the 18" x 30" panels. All borders must be reflectorized unless its color is black.

## **NON-REGISTERED LOGO**

Businesses not associated or identified with a nationally Registered Trademark LOGO are governed by the following criteria:

1. The content of legend and/or text shall be limited to the name of the business or service and shall not include descriptive or promotional advertising.
2. All legend and/or text shall be a minimum of 6" on mainline panels (36" x 60") and a minimum of 3" in height on ramp panels (18" x 30").
3. The vertical spacing on a business panel between any line of text, legend, and/or border shall be a minimum of 2" on a mainline panel (36" x 60"), and a minimum of 1" on a ramp panel (18" x 30").
4. The horizontal spacing on a business panel between any line of text, legend, and/or border shall be a minimum of 2" on a mainline panel (36" x 60"), and a minimum of 1" on a ramp panel (18" x 30").
5. Each line of legend or text shall have a uniform letter size, font and shall not contain cut-off legend or text. All legend and/or text contained associated with each word or abbreviation shall be uniform in color.

6. All legend and/or text shall be in a solid color. Highlighting and/or shadowing of the legend or text shall not be permitted. All text shall be placed horizontally on the LOGO sign.
7. Non-text symbols may be incorporated into the business panel, but they shall not contain individual letters, numerals, legend and/or text. Additionally, non-text messages have very limited recognition by unfamiliar motorists and their overall use is discouraged.
8. The use of a Trademark Registered LOGO cannot be combined with a Non-Registered Trademark LOGO on the same business panel.
9. Business panels shall incorporate a 3/4 inch border on the 36" x 60" panels, and a 3/8 inch border on the 18" x 30" panels. All borders must be reflectorized unless its color is black. An additional white 3/4 inch margin for 36" x 60" panels, or 3/8 inch margin on 18" x 30" panel shall be employed if the background of the sign panel is blue.
10. Black shall only be utilized for border, text, symbols, and approved Trademarks. Black or any other non-reflectorized color is not acceptable as background

### **SHOP DRAWING SPECIFICATIONS FOR LOGO BUSINESS PANEL**

Before any business panel is fabricated, the design, layout and color scheme shall be submitted to the WVDOH for approval. The sign manufacturer, on behalf of the business, shall submit to the WVDOH a shop drawing illustrating the business panel design layout. Included with this shop drawing shall be the following:

- Sign panel specifications (metal gauge and grade)
- Sign panel size (36" x 60" or 18" x 30") w/separate drawing for each size submitted.
- Appropriate scale (scale must be indicated on drawing)
- Sheeting material used (i.e. High Intensity Grade or ASTM Type III)
- Sheeting approved for use by the WVDOH, including name of manufacturer and product identification number and color.
- Size of all text, including words, legend or symbols shall be uniform and shall be placed horizontally on the sign if not trademarked.
- Ink specifications (i.e.: name of manufacturer and product identification number and color)
- Colors to be used on background, text, trademarks, symbols, art work, and borders
- Location data (i.e.: route, interchange number, or intersecting roadway)
- Name of sign fabricator
- Drawing and/or revision identification number including date.
- Sign quantity

A sample shop drawing is shown on page 17 for your information!

Submit drawings by letter or fax to:

Clyde W. Myers

TODS/LOGO Coordinator

West Virginia Department of Transportation

Division of Highways

Traffic Engineering Division

1900 Kanawha Boulevard East, Building 5, Room A-550

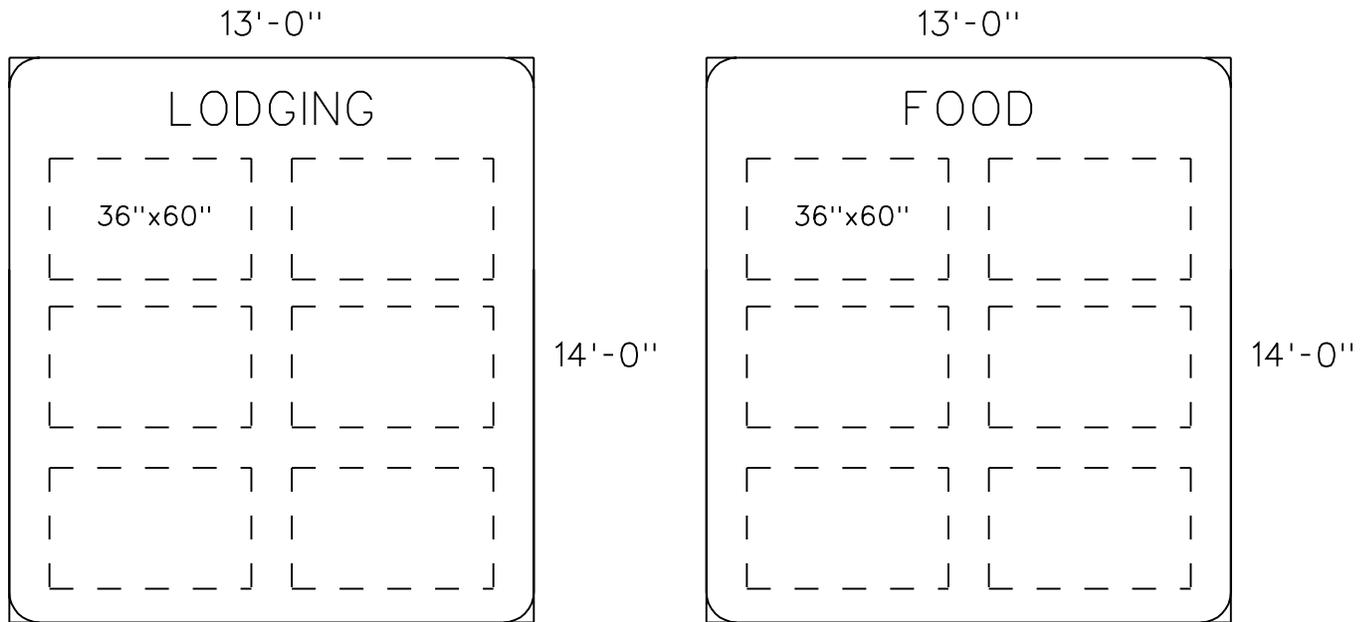
Charleston, West Virginia 25305-0430

Telephone: (304) 558-3063

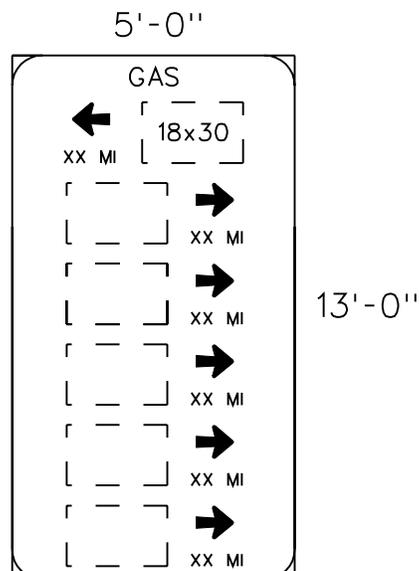
Fax: (304) 558-1209

The designs will be reviewed by the WVDOH and evaluated based on the aforementioned criteria. Failure to include all required information will delay approval. The sign manufacturer will be notified of any revisions, corrections and/or changes required for approval. The business should not purchase any business panels until they have WVDOH written approval.

# TYPICAL LOGO SIGNING LAYOUTS ON INTERSTATE HIGHWAYS



## EXIT RAMP SIGNING



## **LOGO BUSINESS PANEL SPECIFICATIONS**

### **PANEL**

- a. The business panel shall be 0.040" - 0.080", 6061-T6 aluminum alloy, ASTM B209 or alloy 5052-H38, ASTM B209.
- b. Mainline business panels shall be 60" horizontal and 36" vertical
- c. Ramp business panels shall be 30" horizontal and 18" vertical.
- d. All sign corners shall have a 1/2" radius.
- e. There shall be six (6) punch holes for the 36" x 60" business panel and four (4) punch holes for the 18" x 30" business panel. All holes shall be 1/4 inch in diameter.

### **SHEETING**

- a. The business panel shall be covered with a single piece of Hi-Intensity Grade Reflective Sheeting (ASTM Type III) or equal approved by the WVDOH. Higher grades of Prismatic Sheeting may be permitted if indicated on the business panel shop drawing; however, Engineering Grade (ASTM Type I or II) or equivalent sheeting is not acceptable.
- b. Sheeting shall be finished in a neat, workmanlike manner, free of cracks, wrinkles, blisters, discoloration, buckles and warps and shall present a smooth light surface of uniform color.
- c. All colors, except black, contained on each business panel, including text, legend, border and background shall be reflectorized.
- d. All 36" x 60" business panels shall have a 3/4 inch border. All 18" x 30" business panels shall have a 3/8 inch border. All borders must be reflectorized unless its color is black. An additional white 3/4 inch outside margin for 36" x 60" panels, or 3/8 inch margin on 18" x 30" panel shall be employed if the background of the sign panel is either black or blue.
- e. Sign screening shall be performed in a manner which results in uniform color and tone with sharply defined edges of legend and border, without blemishes on the sign background. Where screening is required, freehand painting will not be permitted. All silk screening shall be with transparent inks with the exception of black.
- f. Lettering and characters applied to the business panel are to be uniform, and cut from a single piece of sheeting. An edge sealing process as recommended by the sheeting manufacturer shall be applied to all edges of every letter or character.

### **LABELING AND SHIPPING**

All LOGO business panels shipped to the WVDOH must be labeled with the route number and exit name or number where it is to be installed.

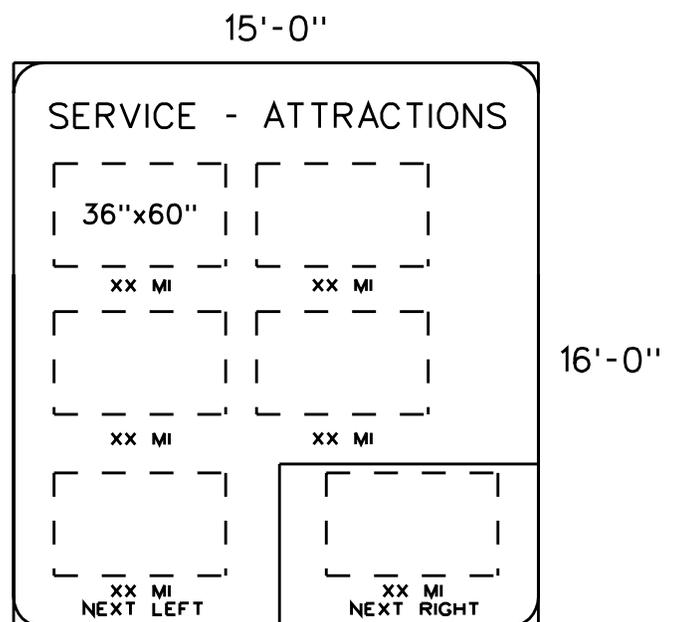
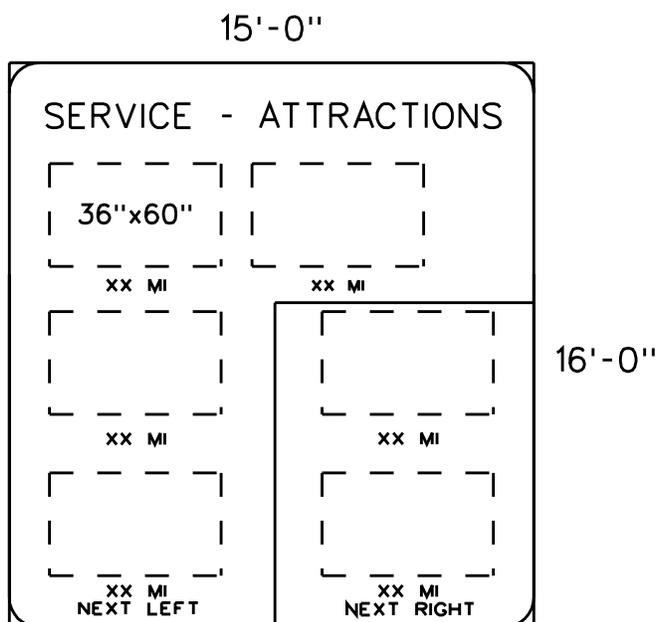
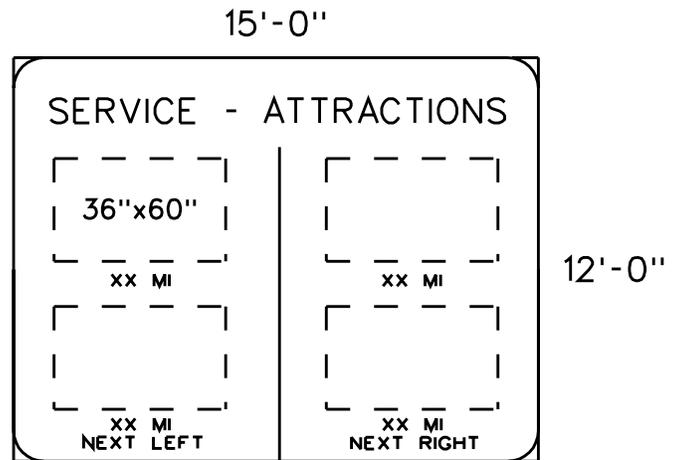
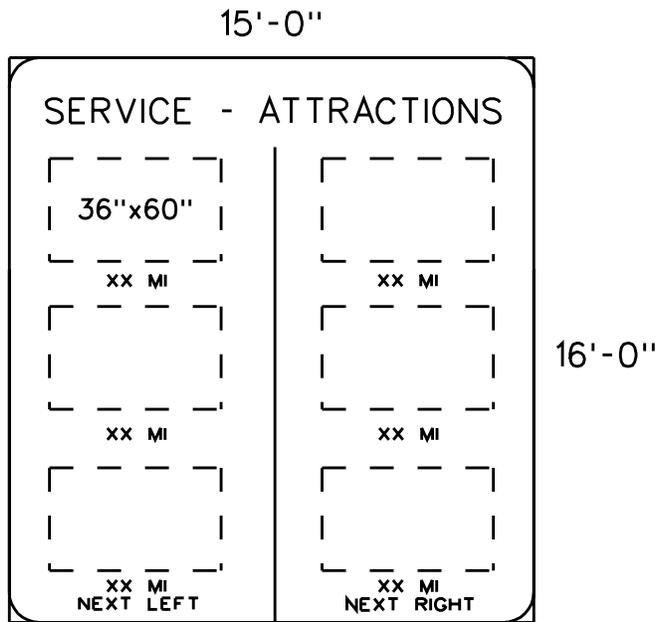
Signs shall be shipped to:

West Virginia Department of Transportation  
Division of Highways  
Traffic Services Complex  
180 Dry Branch Road  
Charleston, West Virginia 25306

Business panels received by the Traffic Services Complex will be compared to the approved shop drawings and evaluated to ensure conformance to required specifications. Panels judged to be in non-conformance will be rejected. Notification of this rejection will be given to the sign manufacturer within five (5) business days after the receipt of each business panel.

SIGN PANEL SPECIFICATIONS.....090 GAUGE/5052 – H38 ALUMINUM  
SIGN PANEL SIZE.....36” X 60” AND 18” X 30”  
SCALE.....1 : 17  
SHEETING MATERIAL.....HIGH INTENSITY: EYZ COMPANY, PRODUCT  
NO. XXX  
SIZE OF TEXT.....8” ON 36” X 60” BUSINESS PANEL  
4” ON 18” X 30” BUSINESS PANEL  
INK SPECIFICATIONS........BLUE TRANSPARENT; XYP COMPANY,  
PRODUCT NO. XXX  
BLACK: XYZ COMPANY  
PRODUCT NO. XXX  
  
COLORS.....BLUE REFLECTIVE  
BLACK NON-REFLECTIVE BORDER  
WHITE REFLECTIVE BACKGROUND  
LOCATION.....I-77 EXIT 99  
SIGN QUANTITY.....2- EACH SIZE: 4 - TOTAL  
SIGN FABRICATOR.....ACME SIGN COMPANY  
DRAWING NUMBER/DATE.....A – 1 6/4/05

# TYPICAL TODS LOGO SIGNING LAYOUTS ON APPALACHIAN HIGHWAY CORRIDORS AND NON-INTERSTATE EXPRESSWAYS



**LOGO SIGNING APPLICATION**

rev 6/1/05

West Virginia Division of Highways  
Traffic Engineering Division, Room A-550  
1900 Kanawha Boulevard, East. Building 5  
Charleston, West Virginia 25305  
(304) 558-3063; (304) 558-1209 (FAX)

Official Name of Business, Corporation or Individual \_\_\_\_\_  
Doing Business As (if applicable) \_\_\_\_\_ FEIN \_\_\_\_\_  
Owner or Official \_\_\_\_\_ Title \_\_\_\_\_  
Business Phone \_\_\_\_\_ Business Fax (\_\_\_\_\_) \_\_\_\_\_  
Business Office Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_

**BUSINESS LOCATION DATA**

- Travel distance from nearest intersection or exit ramp terminal: \_\_\_\_\_ miles  
(To nearest tenth mile) Direction: N S E W  
(Circle One)
- Is the advertised activity or the "on-premise" signing visible from the main traveled way, the interchange exit ramp, or either ramp terminal? Yes \_\_\_\_\_ No \_\_\_\_\_
- Clearly identify the interchange (i.e. route and exit number) and route number, and/or intersecting roadway. \_\_\_\_\_

**MINIMUM REQUIRED SERVICES (Check Primary Service Only)**

**4. FUEL**

- \_\_\_\_\_ Fuel
- \_\_\_\_\_ Oil
- \_\_\_\_\_ Air & Water
- \_\_\_\_\_ Continuous Operation
- 16 Hours/Day
- 7 Days a Week
- Public Telephone
- \_\_\_\_\_ On premise
- \_\_\_\_\_ Nearby
- \_\_\_\_\_ Public Restrooms
- M \_\_\_\_\_ F \_\_\_\_\_

**5. CAMPING**

- \_\_\_\_\_ Approved State License
- \_\_\_\_\_ Number of Spaces
- \_\_\_\_\_ Drinking Water
- \_\_\_\_\_ Flush Toilets
- \_\_\_\_\_ Sanitary Disposal System
- \_\_\_\_\_ Seasonal Operation
- Public Telephone
- \_\_\_\_\_ On premise
- \_\_\_\_\_ Nearby

**6. LODGING**

- \_\_\_\_\_ Approved State License
- \_\_\_\_\_ Number of Units, Each
- Include a Bathroom & a Sleeping Room
- \_\_\_\_\_ Adequate Vehicle Parking
- \_\_\_\_\_ Public Telephone
- \_\_\_\_\_ On premise
- \_\_\_\_\_ Nearby

**7. FOOD**

- \_\_\_\_\_ Approved State License
- \_\_\_\_\_ Three meals a day
- \_\_\_\_\_ Hours of Operation \_\_\_\_\_ AM \_\_\_\_\_ PM
- \_\_\_\_\_ Public Telephone
- \_\_\_\_\_ On Premise
- \_\_\_\_\_ Nearby
- \_\_\_\_\_ Seating Capacity
- \_\_\_\_\_ Public Restrooms
- \_\_\_\_\_ M \_\_\_\_\_ F



**THIS AGREEMENT**, made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between the WEST VIRGINIA DEPARTMENT OF TRANSPORTATION, DIVISION OF HIGHWAYS, hereinafter referred to as Department, and \_\_\_\_\_, hereinafter referred to as Business.

**WITNESSETH**

**THAT WHEREAS**, the Business has requested the Department to install its business sign panels on the \_\_\_\_\_ panel boards, on the right-of-way of Interstate Highway Route in \_\_\_\_\_ County at its Interchange with \_\_\_\_\_.

**WHEREAS**, prior to the execution of this agreement, the Business has submitted its completed response to the Department's application relating to qualification of the Business to exhibit its LOGO business sign panels upon West Virginia highways, and the Department, having perceived that the proposed sign is in conformity with the provisions of Chapter 17, Article 22, Section 4 of the code of West Virginia, as amended, and with the provisions of Chapter 17, Article 22, Section 9, and the Federal National Standards for Specific Information Signs as authorized in Section 2G of the “Manual on Uniform Traffic Control Devices”, and by Title 23, Section 109(d), 131(f), and 315 of the United States Code Annotated as well as 49 CFR 1.48(b) and is further in conformity with the latest revision of the Department's publication titled LOGO AND TODS/LOGO SIGNING PROGRAMS ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM, is agreeable to the installation of said signing.

**NOW THEREFORE THIS AGREEMENT FURTHER WITNESSETH:** That for and in consideration of the sum of \$800, of which \$200 is for an installation fee and the balance being a fee of \$600 for the initial term and in consideration of the premises, the parties hereto do hereby agree as follows:

The initial term of this agreement shall be for a one year period from the initial installation of the Business' LOGO signing and is automatically eligible for renewal for one year terms thereafter, or until terminated by operation of other provisions of this agreement, or by either party, by giving written notice to the other party at least sixty (60) days prior to proposed termination. This agreement is also automatically renewable for one year terms should the Business be in conformity with the latest revision of the Department's publication titled LOGO AND TODS/LOGO SIGNING PROGRAMS ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM, referenced herein.

The Department shall install signs furnished by the Business at the locations set forth above. The Business shall maintain its qualification standards as set forth in the aforementioned criteria and if, at any time, the Department is not satisfied with the continued performance of the Business, the Department may, at its option, cancel this agreement and remove said signs. In the event of such removal, all previously paid fees are non-refundable. It is agreed that the Business shall furnish to the Department the required number of business sign panels of said Business. The size, shape, color and legend of these business sign panels shall be in accordance with the latest revision of the Department's publication titled LOGO AND TODS/LOGO SIGNING PROGRAMS ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM, and each business identified on these business sign panels shall be in conformity with all applicable laws concerning the provisions of public accommodations without regard to race, religion, color, gender, or national origin and shall not be in breach of this assurance.

It is agreed that, an annual renewal fee of \$600 shall be paid to the Department, by the Business, for a twelve (12) month period commencing on the anniversary of the installment of business panels and receipt of invoices. Said payment shall be remitted to the Finance Division, West Virginia Department of Transportation, Division of Highways, 1900 Kanawha Boulevard East, Building 5, Room 220, Charleston, West Virginia 25305.

It is further agreed that any renewal fee delinquent beyond thirty (30) calendar days may result in the immediate removal of the affected signs. The Business assumes the risk of loss occasioned by vandalism, damage, deterioration or theft of any of its sign panels. The Business agrees to bear all costs of replacement necessitated by the aforementioned or any other reason, including reinstallation charge payable to the Department, of \$200 within thirty (30) days following receipt of invoice. The reinstallation of the sign panels shall be accomplished by the Department as expeditiously as possible.

It is also agreed that should the Business request, or the Department require, that the business panels be covered during seasonal closures of the facility, the Business shall pay a fee of \$200 to cover their business sign panels and a \$200 fee to uncover their business sign panels. The covering and uncovering of these panels shall be accomplished by the Department as expeditiously as possible.

The right to install, replace, relocate and remove said business sign panels resides solely with the Department. The cost referred to herein reflect the latest pricing structures associated with signs, sign materials, labor and equipment. The Department will review each installation on a yearly basis to consider inflationary and overall maintenance costs. Any adjustments to the renewal fee will be made effective on April 1 of each ensuing year. Notification of adjustment, if any, will be made to the Business by the Department by registered mail on or before February of each year.

**In WITNESS WHEREOF**, said Department and Business have caused their names to be signed hereto by their proper officials thereunto duly authorized.

WEST VIRGINIA DEPARTMENT OF TRANSPORTATION  
DIVISION OF HIGHWAYS

\_\_\_\_\_  
Director, Traffic Engineering

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Business

\_\_\_\_\_  
Signature of Business Official

ITS: \_\_\_\_\_  
Title of Business Official

DATE: \_\_\_\_\_

## **TODS/LOGO PROGRAM**

### ***WHAT IS THE TODS/LOGO SIGNING PROGRAM?***

The West Virginia Division of Highways' (WVDOH) has provided Specific Motorist Services Signing, also known as TODS/LOGO signing, for travelers along the rural West Virginia Interstate Highway system since the 1980's. Since its inception, the WVDOH has worked closely with participating businesses to render a high quality program that provides the traveler with clear and concise directional information to business facilities offering the specific motorist services of "FUEL", "FOOD", "LODGING", and/or "CAMPING".

In 1999, the LOGO signing program was expanded to include Tourist Oriented Directional Signs (TODS). This TODS signing program now includes the fifth specific motorist service of "TRAVEL ATTRACTIONS" on the Interstate Highway system. Additionally, the rural Interstate Highway system and the rural expressway facilities are now eligible for TODS/LOGO type signing.

Eligible businesses applying for participation are required to meet certain criteria before acceptance into the program. All criteria contained in this publication, including standards and specifications, conform to federal guidelines established by the United States Department of Transportation, Federal Highway Administration.

The Director of the Traffic Engineering oversees and administrates the TODS/LOGO signing program for the WVDOH. It is therefore suggested that any questions or inquiries regarding all applicable program guidelines and criteria be directed to the Traffic Engineering offices noted in this publication (page 42).

## TODS/LOGO GUIDELINE SUMMARY

### SERVICES HIGHWAYS

### NON-INTERSTATE

1. FUEL	TODS/LOGO PROGRAM
2. FOOD	TODS/LOGO PROGRAM
3. LODGING	TODS/LOGO PROGRAM
4. CAMPING	TODS/LOGO PROGRAM
5. TRAVEL ATTRACTIONS	TODS/LOGO PROGRAM
6. Maximum number of eligible business facilities that can be accommodated per Interchange.	<b><i>TOTAL COMBINED SERVICES OF FUEL, FOOD, LODGING, CAMPING AND TRAVEL ATTRACTIONS....</i></b>
7. Length of time eligible businesses can participate in LOGO sign program: <b><i>Fuel</i></b> <b><i>Food</i></b> <b><i>Lodging</i></b> <b><i>Camping</i></b> <b><i>Travel Attractions</i></b>	Must request renewal every <u>three (3) years</u> . May not be eligible for additional three (3) year extension if other “FUEL”, FOOD”, “LODGING”, CAMPING”, OR “TRAVEL ATTRACTIONS” businesses locate closer to interchange or intersection.

## TODS/LOGO SIGNING PROGRAM ELIGIBLE EXPRESSWAY FACILITIES

### “SERVICES-ATTRACTIONS” SIGNBOARD

The following rural expressway facilities are eligible for the installation of “SERVICES/ATTRACTIONS” business panels, including “FUEL”, “FOOD”, “LODGING”, “CAMPING” AND “ATTRACTIONS”.

<b><u>EXPRESSWAY ROUTES</u></b>	<b><u>COUNTIES</u></b>	<b><u>WVDOH DISTRICT</u></b>
WV 2	Marshall, Ohio	6
WV 9	Berkeley, Jefferson	5
US 19	Braxton	7
US 19	Fayette, Nicholas	9
US 19	Raleigh	10
US 30	Hancock	6
US 33	Barbour, Lewis, Upshur	7
US 33	Randolph	8
US 50	Ritchie, Wood	3
US 50	Doddridge, Harrison	4
US 60	Kanawha	1
US 119	Boone, Kanawha	1
US 119	Lincoln, Logan, Mingo	2
US 340	Jefferson	5
US 460	Mercer	10

Other sections of Expressway facilities may be considered for such signing only after an engineering evaluation of existing physical roadway conditions reveal that it would not be detrimental to the safe operation of the highway. Such an evaluation would take into consideration but not be limited to:

1. The number and sequence of interchanges or intersections spaced at distances of one mile or less,
2. The proliferation of existing official signs,
3. The ability of drivers to guide their vehicles in a safe and prudent manner within a specific section of roadway,
4. The availability of outdoor advertising visible from the expressway; and
5. The visibility of numerous motorist services and travel attractions from the expressway.

**TODS/LOGO SIGNING PROGRAM  
ELIGIBLE INTERSTATE FACILITIES**

“ATTRACTIONS” SIGNBOARD

The following rural expressway facilities are eligible for the installation of “SERVICES/ATTRACTIONS” business panels, including “FUEL”, “FOOD”, “LODGING”, “CAMPING” AND “ATTRACTIONS”.

<b><u>EXPRESSWAY ROUTES</u></b>	<b><u>COUNTIES</u></b>	<b><u>WVDOH DISTRICT</u></b>
I-64	Clay, Kanawha, Putnam	1
I-64	Cabell, Wayne	2
I-64	Fayetteville, Greenbrier, Summers	9
I-64	Raleigh	10
I-68	Monongalia, Preston	4
I-70	Ohio	6
I-77	Kanawha	1
I-77	Jackson, Wood	3
I-77	Fayette	9
I-77	Mercer, Raleigh	10
I-79	Kanawha, Clay	1
I-79	Roane	3
I-79	Harrison, Marion, Monongalia	4
I-79	Braxton, Gilmer, Lewis	7
I-81	Berkeley	5
I-470	Ohio	6
US 22	Brooke, Hancock	6

Other sections of Interstate and Expressway facilities may be considered for such signing only after an engineering evaluation of existing physical roadway conditions reveal that it would not be detrimental to the safe operation of the highway. Such an evaluation would take into consideration but not be limited to:

1. The number and sequence of interchanges or intersections spaced at distances of one mile or less,
2. The proliferation of existing official signs,
3. The ability of drivers to guide their vehicles in a safe and prudent manner within a specific section of roadway,
4. The availability of outdoor advertising visible from the expressway; and
5. The visibility of numerous motorist services and travel attractions from the expressway.

## **TODS/LOGO CRITERIA**

### ***WHAT ARE THE QUALIFICATIONS OF A BUSINESS TO PARTICIPATE IN THE TODS/LOGO SIGNING PROGRAM?***

#### **A. TYPES OF SPECIFIC MOTORIST SERVICES**

Five types or categories of specific motorist services will be considered for participation in the TODS/LOGO program. They are “FUEL”, “FOOD”, “LODGING”, “CAMPING” and “ATTRACTIONS”. The qualification for each particular service is as follows:

##### **1. FUEL**

- a. This service shall be available at least 16 continuous hours per day, seven days a week.
- b. The normal services offered by a fuel station, such as fuel, oil, water, tire repair, and public telephones shall be available. If a fuel station does not provide one or more of the above-mentioned services, it must agree to have information available as to where a motorist may obtain these services.
- c. The establishment shall provide restrooms that are adequate and well maintained and separated by gender.
- d. If alternative fuel is available, the LOGO may incorporate up to two additional words (Diesel or CNG) within the business panel provided by the business, but no other designations will be provided. Businesses that sign for Diesel services must be able to accommodate tractor trailer traffic.
- e. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.

##### **2. FOOD**

- a. This service shall be in continuous operation at least 10 hours a day, six days a week. The establishment shall provide indoor seating for 12 or more people and offer three meals each day.
- b. The establishment shall provide adequate and well-maintained restrooms, separated by gender. A unisex restroom may be allowed if said restroom accommodates both a urinal and toilet facility.

- c. The facility shall be clean and well maintained in accordance with the applicable state and local laws and ordinances.
- d. Public telephone service shall be available on the premises or at a nearby location.
- e. The facility shall be opened to the public and people of all ages.
- f. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.

### **3. LODGING**

- a. There shall be adequate sleeping accommodations with at least 12 rooms.
- b. The facility shall be clean and well maintained in accordance with applicable state and local laws and ordinances.
- c. Public telephone service shall be available on the premises.
- d. This service shall be available seven days a week.
- e. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.
- f. The facility shall be opened to the public and people of all ages.

### **4. CAMPING**

- a. There shall be adequate parking accommodations with a minimum of 12 campsites.
- b. Public telephone service shall be available on the premises.
- c. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.
- d. The facility shall be opened to the public and people of all ages.

### **5. ATTRACTIONS**

- a. The facility shall derive at least 66% of its business from tourism Oriented operations. A tourism oriented facility, for the purpose of this signing program, is defined as (1) a business that has a base of customers domiciled at least fifty miles from the facility's location, and (2) meets the needs and expectations of long distance travelers.

- b. The facility shall have established operating hours and should be open seven days a week. If the business does not operate seven days a week for at least eight (8) hours per day, these limitations may, at the discretion of the WVDOH, be required to be contained in the message of the TODS/LOGO business panel.
- c. The facility shall have the required and necessary licensing and permits to be in operation.
- d. During off season, the business shall be required to notify the WVDOH of such, so that consideration can be given to removing or covering their TODS/LOGO panel.
- e. The facility shall be opened to the public and people of all ages.
- f. The facility shall be in conformity with all applicable laws concerning provision of public accommodations without regard to race, religion, color, gender or national origin and it shall not be in breach of that assurance.

**B. MULTIPLE SERVICES**

Separate business establishments offering similar services in the same structure shall file a separate application for each eligible service; however, each service must have a separate or distinct entrance and be appropriately identified.

A business can only apply for one TODS/LOGO business panel for each motorist service at any eligible interchange.

Malls, shopping plazas, outlet centers and other markets do not usually meet the requirements for inclusion in the TODS/LOGO program; however, consideration will be given to an otherwise eligible facility within the mall, shopping plaza, outlet center or market structure if the business utilizes a separate and exclusive entrance which is appropriately identified.

If eligible businesses do not wish to participate in the TODS/LOGO program, but would like to employ signing that provides generic representation of their service, the WVDOH may elect to provide generic signing at a location based on the following requirements-

1. A signboard is constructed and installed at the named interchange or intersection,
2. There is room on the signboard for representative business,
3. No other similar service is represented on the signboard,

The WVDOH shall provide accommodations for generic signing if all the above requirements are met by the agreeing business. The WVDOH shall require a fee of \$250 for the manufacture of requisite generic signing. An additional \$200 installation fee shall be provided by the business to place generic signing at the described location. Generic panels may be removed at the discretion of the WVDOH when any of the following conditions occur-

1. Application is made by a participating TODS/LOGO business that would essentially fill the board.
2. Any participating business that is signed, or is in application for a similar representative service.
3. The business fails to meet its financial, renewal obligations.

All generic signing shall will be the property of the WVDOH

#### **C. LOCATION OF SERVICES**

The maximum distance service facilities can be located from the main traveled way to qualify for a business sign shall not exceed three miles in either direction: except if within that three mile limit, services of the type being considered are not available, the limit of eligibility may be extended in three mile increments until services of the type being considered are reached. However, "FUEL", "FOOD", "LODGING", "CAMPING" AND "ATTRACTIONS" will not be considered beyond 15 miles.

It shall be possible for a motorist to leave an Interstate highway or expressway facility, proceed to the stated service, and have convenient re-entry to the expressway to continue in his/her original direction.

#### **D. NUMBER OF SERVICES ALLOWED PER INTERCHANGE OR INTERSECTION**

##### **1. INTERSTATE HIGHWAY FACILITY**

The number of business establishments displaying their TODS/LOGO business panels, or generic motorist services panels, on each motorist service signboard at an interchange shall not exceed six for each service. In other words, there may be a maximum of six (6) "FUEL", six (6) "FOOD", six (6) "LODGING" and six (6) "CAMPING" business panels at any one interchange. There are no exceptions to this requirement.

Additional motorist service signboards will not be installed to accommodate additional businesses. If the number of qualifying business establishments at any interchange exceeds the maximum allowable TODS/LOGO business panels that can be displayed at

the interchange, then the shortest measured distance between each business and the interchange shall determine which TODS/LOGO business panels will be used. The distances will be measured from the entrance to the facility along the connecting roadways to the gore area of the nearest exit ramp or intersection.

A business establishment shall only be considered for participation at the nearest interchange to the facility.

## **2. NON-INTERSTATE EXPRESSWAY FACILITY**

The number of business establishments displaying their TODS/LOGO business panels, or generic motorists services panels, on a “SERVICES-ATTRACTIONS” signboard at an interchange or intersection shall not exceed six panels for all combined services (“FUEL”, “FOOD”, “LODGING”, “CAMPING” or “ATTRACTIONS”). There are no exceptions to this requirement.

A minimum of one “FUEL”, one “FOOD”, one “LODGING”, one “CAMPING”, and one “ATTRACTIONS” facility is given priority in being placed on the “SERVICES-ATTRACTIONS” TODS/LOGO signboard.

If the number of qualifying business establishments at any interchange or intersection exceeds the maximum allowable TODS/LOGO business panels that can be displayed at the interchange or intersection, then the shortest measured distance between each business and the interchange/intersection shall determine which TODS/LOGO business panels shall be used. The distances will be measured from the entrance to the facility along the connecting roadways to the gore area of the nearest exit ramp or intersection.

A business establishment shall only be considered for participation at the nearest interchange to the facility.

## **E. LENGTH OF PARTICIPATION**

A business applying to participate in the TODS/LOGO program must agree to participate in the program for a minimum of three (3) years, and pay in advance the appropriate fees applicable for this three-year period. If for any reason, the business terminates its participation in the program prior to an anniversary date, there shall be no refunds of the already paid fees.

Upon satisfactorily completing the initial three-year requirement of the program, the business may, at the end of this period of time and at the end of the subsequent three-year periods of time, request in writing that the agreement be extended for another three years. The WVDOH will agree to grant such an approval only when the following two conditions are satisfied:

1. Your business is currently in compliance with the current requirements of the TODS/LOGO program, and
2. There is still available space for the business after consideration is given to any other businesses that are not currently participating in the program but have submitted an application to qualify for such. (For example: if at the time a three-year agreement period has expired and the number of all qualifying business establishments, including the one that is expiring, exceed the maximum allowable TODS/LOGO business panels that can be displayed at any particular location, then the shortest measured distance between each business and the intersection/interchange shall determine which TODS/LOGO business panels will be used).

Should your business not satisfy these requirements, its TODS/LOGO business panels will be removed at the end of the three-year period and be returned to the business; however, the business may re-apply at any time thereafter to again participate in the program. When re-applying, the business must still be in compliance with the current requirements of the TODS/LOGO program. The new application will be approved when:

- a. Less than six businesses are currently participating in the program at the location where the business panels are being requested, or
- b. A business currently participating in the program is at the end of its three-year commitment and the new business is closer than the current business to the rural expressway, intersection or interchange to you, or
- c. A business currently participating in the program is at the end of its three-year commitment and is no longer in compliance with the current requirements of the TODS/LOGO program, or
- d. A minimum of one "FUEL", one "FOOD", one "LODGING", one "CAMPING", and one "ATTRACTIONS" facility is given priority in being placed on the "SERVICES-ATTRACTIONS" TODS/LOGO signboard.

Upon notification that the new application has been approved, the re-applying business will be required to enter into a new legal agreement with the WVDOH. The terms of this new agreement will be for a new – three-year period with an option to renew every three years, but will require a non-refundable, advance payment of \$2,000.

A continuing periodic review by the WVDOH may be required to adequately assure that the service or travel attraction is opened and meeting the criteria.

**F. COSTS AND FEES**

The cost for the design and manufacture of a business' TODS/LOGO panel will be the responsibility of the business and this cost is negotiated between the business and its sign manufacturer.

All fees due the WVDOH will be invoiced after the TODS/LOGO business panels are installed. Fees for the initial three-year term will be \$2,000, of which \$200 is for installation, and the balance of \$1,800 is for display of the business' TODS/LOGO panels. Should the initial agreement be renewed for an additional three-year period, the participating business will be invoiced \$600 annual renewal fee for each of the three years. This payment shall be due at the beginning of each eligible year.

**G. SEASONAL CLOSURE**

If a business requests, or the WVDOH requires, that the business panels not be displayed during seasonal closures of the facility, the business shall pay a fee of \$200 to have the WVDOH cover or remove all panels and a \$200 fee to have the WVDOH reinstall or uncover all panels. The business will be invoiced separately for each request. Additionally, the WVDOH reserves the right to determine the appropriate method of temporarily indicating that the business is closed. This will be accomplished by one of three procedures:

- a) Covering the entire business panel, or
- b) Placing a "CLOSED" message across the business panel, or
- c) Removing the entire business panel.

**H. REMOVAL OF TODS/LOGO BUSINESS PANEL**

TODS/LOGO business panels will be removed from an Interstate highway or expressway facility at the discretion of the WVDOH at any time due to:

- a) The closure and/or cessation of a business establishment operation, or
- b) The business' failure to comply with the criteria set forth in the current edition of the West Virginia TODS/LOGO Sign Program Publication and after receiving a thirty (30) day notice to take corrective action addressing identified deficiencies, or
- c) The business fails to meet its financial obligations as set forth in the West Virginia TODS/LOGO program; or
- d) The business upon the request of the WVDOH fails to replace, at its expense, all TODS/LOGO business panels that are damaged, defaced, vandalized, faded, illegible, non-reflective or no longer conveying their message in an acceptable or effective manner.

Upon removal of the TODS/LOGO business panels, they shall be stored at the WVDOH Traffic Services Complex, 180 Dry Branch Road, Charleston, West Virginia 25306, unless otherwise directed. The WVDOH does not assume any responsibility or liability for the business panels stored at the Traffic Services Complex or its premises for more than 120 days.

## **TODS/LOGO PROCEDURES**

### ***WHAT IS MY NEXT STEP?***

#### **APPLICATION PROCESS**

- STEP 1:** Complete enclosed application. Please fill in all applicable information and sign the application. If your business provides multiple services you must complete a separate application for each.
- STEP 2:** Mail completed application to the appropriate District Traffic Engineer. To determine your District Traffic Engineer please refer to pages 53-54 of this publication and find the county in which your facility is located. Each county will be listed in its corresponding district along with the name and address of the District Traffic Engineer.

#### **APPROVAL PROCESS**

- STEP 1:** The District Traffic Engineer reviews the application and conducts an on-site inspection of the business establishment. Upon completion of this review, the application is transmitted to the Traffic Engineering Division for approval.
- STEP 2:** The Traffic Engineering Division makes a final determination that the business establishment meets all the requirements of the TODS/LOGO program. If all the appropriate requirements are satisfactorily met, the application is approved.
- STEP 3:** The Traffic Engineering Division prepares two copies of a legal agreement between the Business and the WVDOH establishing mutual responsibilities regarding the proposed TODS/LOGO signing.
- STEP 4:** The owner/manager of the business establishment properly signs both copies of the agreement, keeping one for their files and returning the other directly to the Traffic Engineering Division (attention: TODS/LOGO Coordinator).

#### **TODS/LOGO BUSINESS PANEL DESIGN AND FABRICATION**

- STEP 1:** After the applicant and the WVDOH have properly executed the TODS/LOGO agreement, the applicant shall contract with a sign manufacturer to design and fabricate their TODS/LOGO business panels.
- STEP 2:** The sign manufacturer transmits a layout of the proposed business panel (shop drawing) to the TODS/LOGO Coordinator for review and approval.

**STEP 3:** Once approved, the Traffic Engineering Division notifies the sign manufacturer and business owner, by letter, that the submitted shop drawings have been approved and that the TODS/LOGO business panels may be fabricated

**STEP 4:** Completed panels are then to be shipped to the Traffic Engineering Division, Traffic Services Complex (see page 45) for evaluation, inspection and conformance to the approved shop drawings. Upon passing this review, the business panels will be scheduled for installation by the WVDOH.

### **TODS/LOGO BUSINESS PANEL INSTALLATION AND INVOICING**

**STEP 1:** Approved TODS/LOGO business panels will be scheduled for installation usually within 30 to 45 days after being received by the WVDOH (depending if structure is existing).

**STEP 2:** After all TODS/LOGO business panels are installed, the Traffic Engineering Division requests that the WVDOH Finance Division generate a \$2,000 invoice to the applicant. This invoice shall contain the processing and installation fee (\$200) plus the required three-year (\$1,800) fee. It is incumbent on the business to pay all invoices immediately upon receipt.

### **DESIGNING YOUR TODS/LOGO BUSINESS PANEL**

As a TODS/LOGO participant you will be working with a sign manufacturer of your choice to develop a business panel design. (A representative listing of companies is listed on pages 55-56. This design must meet all guidelines specified in this publication and must be approved by the Statewide TODS/LOGO Coordinator prior to the actual manufacture of the business panels. The business panel designs or shop drawings will be submitted on your behalf to the Statewide TODS/LOGO Coordinator by your sign manufacturer. Your business panel designs will be evaluated and approved or rejected based on criteria contained in this publication.

Your business panel design will be evaluated as either a Non-Registered Trademark LOGO, or as a Registered Trademark LOGO. Combinations of a Registered Trademark LOGO and a Non-Registered Trademark LOGO are not permitted on the same business panel. Additionally, two or more Trademark LOGOs are not permitted on the same business panel.

The following is a brief description of each category:

## **REGISTERED TRADEMARK LOGO**

Businesses identified with a nationally recognized Registered Trademark LOGO will be permitted to use that LOGO as their business panel design. Business panels displaying this type LOGO are governed by the following criteria:

These designs shall incorporate only the Registered Trademark LOGO and shall not include additional text or graphics. Text that is part of the Registered Trademark LOGO is not required to meet the minimum letter height for legend. Exception: A FUEL brand LOGO may incorporate up to two additional words (i.e. Diesel and CNG) within the business panel(s) to indicate that alternative fuel is available; however, these word designations shall meet the minimum letter requirements required for Non-Registered Trademark LOGO business panels.

All Registered Trademark LOGOS shall be registered or pending with the US Trademark and Patent Office. Documentation from the US Trademark and Patent Office may be required to be submitted by the Business to the WVDOH.

Business panels displaying a Registered Trademark LOGO must incorporate a 3/4 inch border on the 36" x 60" panels, and 3/8 inch border on the 18" x 30" panels. All borders must be reflectorized unless its color is black

## **NON-REGISTERED LOGO**

Businesses not associated or identified with a nationally Registered Trademark LOGO are governed by the following criteria:

11. The content of legend and/or text shall be limited to the name of the business or service and shall not include descriptive or promotional advertising.
12. All legend and/or text shall be a minimum of 6" on mainline panels (36" x 60") and a minimum of 3" in height on ramp panels (18" x 30").
13. The vertical spacing on a business panel between any line of text, legend, and/or border shall be a minimum of 2" on a mainline panel (36" x 60"), and a minimum of 1" on a ramp panel (18" x 30").
14. The horizontal spacing on a business panel between any line of text, legend, and/or border shall be a minimum of 2" on a mainline panel (36" x 60"), and a minimum of 1" on a ramp panel (18" x 30").
15. Each line of legend or text shall have a uniform letter size, font and shall not contain cut-off legend or text. All legend and/or text associated with each work or abbreviation shall be uniform in color.

16. All legend and/or text shall be in a solid color. Highlighting and/or shadowing of the legend or text shall not be permitted.
17. Non-text symbols may be incorporated into the business panel, but they shall not contain individual letters, numerals, legend and/or text. Additionally, non-text messages have very limited recognition by unfamiliar motorists and their overall use is discouraged.
18. The use of a Trademark Registered LOGO cannot be combined with a Non-Registered Trademark LOGO on the same business panel.
19. Business panels shall incorporate a 3/4 inch border on the 36" x 60" panels, and a 3/8 inch border on the 18" x 30" panels. All borders must be reflectorized unless its color is black.
20. Black shall only be utilized for border, text, symbols, and approved Trademarks. Black or any other non-reflectorized color is not acceptable as a background.

### **SHOP DRAWING SPECIFICATIONS FOR TODS/LOGO BUSINESS PANEL**

Before any business panel is fabricated, the design, layout and color scheme shall be submitted to the WVDOH for approval. The sign manufacturer, on behalf of the business, shall submit to the WVDOH a shop drawing illustrating the business panel design layout. Included with this shop drawing shall be the following:

- Sign panel specifications (metal gauge and grade)
- Sign panel size (36" x 60" or 18" x 30") w/separate drawing for each size submitted.
- Appropriate scale (scale must be indicated on drawing)
- Sheeting material used (i.e. High Intensity Grade or ASTM Type III)
- Sheeting approved for use by the WVDOH, including name of manufacturer and product identification number and color.
- Size of all text, including words, legend or symbols shall be uniform and shall be placed horizontally on the sign if not trademarked.
- Ink specifications (i.e.: name of manufacturer and product identification number and color)
- Colors to be used on background, text, trademarks, symbols, art work, and borders
- Location data (i.e.: route, interchange number, or intersecting roadway)
- Name of sign fabricator
- Drawing and/or revision identification number including date.
- Sign quantity

A sample shop drawing is shown on page 43 for your information!

Submit drawings by letter or fax to:

Clyde W. Myers  
TODS/LOGO Coordinator  
West Virginia Department of Transportation  
Division of Highways  
Traffic Engineering Division  
1900 Kanawha Boulevard East, Building 5, Room A-550  
Charleston, West Virginia 25305-0430  
Telephone: (304) 558-3063  
Fax: (304) 558-1209

The designs will be reviewed by the WVDOH and evaluated based on the aforementioned criteria. Failure to include all required information will delay approval. The sign manufacturer will be notified of any revisions, corrections and/or changes required for approval. The business should not purchase any business panels until they have WVDOH written approval.

# SAMPLE OF REQUIRED SHOP DRAWING DETAILS FOR LOGO BUSINESS PANELS

SIGN PANEL SPECIFICATIONS \_\_\_\_\_  
.080 GAUGE /5052 – H38 ALUMINUM

SIGN PANEL SIZE \_\_\_\_\_  
36" x 60" AND 18" x 30"

SCALE \_\_\_\_\_  
1 : 17

SHEETING MATERIAL \_\_\_\_\_  
HIGH INTENSITY : XYZ COMPANY PROUDUCT NO. XXX

SIZE OF TEXT \_\_\_\_\_  
8" ON 36" x 60" BUSINESS PANEL  
4" ON 18" x 30" BUSINESS PANEL

INK SPECIFICATIONS \_\_\_\_\_  
BLUE TRANSPARENT : XYZ COMPANY PRODUCT NO. XXX  
BLACK : XYZ COMPANY PRODUCT NO. XXX

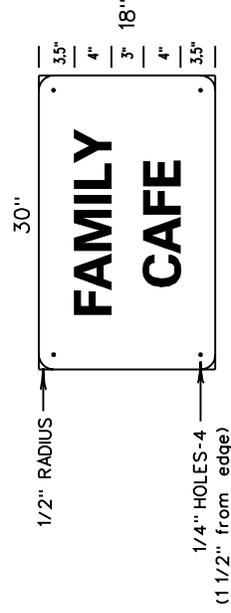
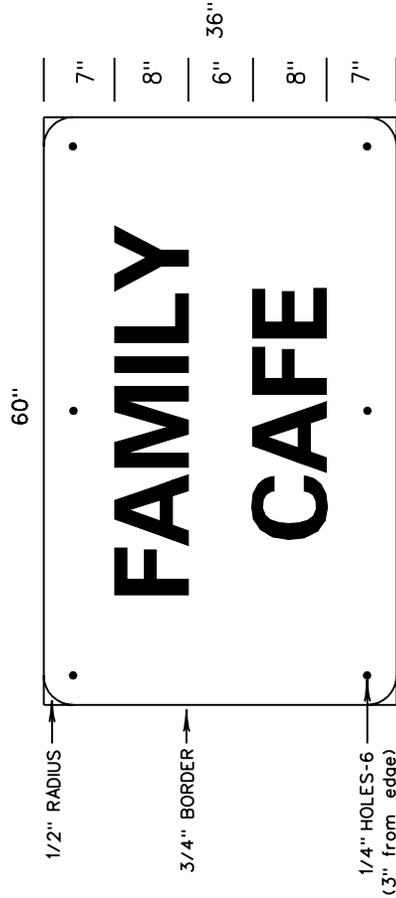
COLORS \_\_\_\_\_  
BLUE REFLECTIVE LEGEND  
BLACK NON – REFLECTIVE BORDER  
WHITE REFLECTIVE BACKGROUND

LOCATION \_\_\_\_\_  
1 – 77 EXIT 99

SIGN QUANTITY \_\_\_\_\_  
2 – EACH SIZE: 4 – TOTAL

SIGN FABRICATOR \_\_\_\_\_  
ACME SIGN CO.

DRAWING NUMBER /DATE \_\_\_\_\_  
A – 1 6 – 4 – 02



## TODS/LOGO BUSINESS PANEL SPECIFICATIONS

### PANEL

- a. The business panel shall be 0.040" - 0.080", 6061-T6 aluminum alloy, ASTM B209 or alloy 5052-H38, ASTM B209.
- b. Mainline business panels shall be 60" horizontal and 36" vertical
- c. Ramp business panels shall be 30" horizontal and 18" vertical.
- d. All sign corners shall have a 1/2" radius.
- e. There shall be six (6) punch holes for the 36" x 60" business panel and four (4) punch holes for the 18" x 30" business panel. All holes shall be 1/4 inch in diameter.

### SHEETING

- a. The business panel shall be covered with a single piece of Hi-Intensity Grade Reflective Sheeting (ASTM Type III) or equal approved by the WVDOH. Higher grades of Prismatic Sheeting may be permitted if indicated on the business panel shop drawing; however, Engineering Grade (ASTM Type I or II) or equivalent sheeting is not acceptable.
- b. Sheeting shall be finished in a neat, workmanlike manner, free of cracks, wrinkles, blisters, discoloration, buckles and warps and shall present a smooth light surface of uniform color.
- c. All colors, except black, contained on each business panel, including text, legend, border and background shall be reflectorized.
- d. All 36" x 60" business panels shall have a 3/4 inch border. All 18" x 30" business panels shall have a 3/8 inch border. All borders must be reflectorized unless its color is black. An additional white 3/4 inch outside margin for 36" x 60" panels, or 3/8 inch margin on 18" x 30" panel shall be employed if the background of the sign panel is either black or blue.
- e. Sign screening shall be performed in a manner which results in uniform color and tone with sharply defined edges of legend and border, without blemishes on the sign background. Where screening is required, freehand painting will not be permitted. All silk screening shall be with transparent inks with the exception of black.
- f. Lettering and characters applied to the business panel face are to be uniform and cut from a single piece of sheeting. An edge sealing process as recommended by the sheeting manufacturer shall be applied to all edges of every letter or character.

## LABELING AND SHIPPING

All TODS/LOGO business panels shipped to the WVDOH must be labeled with the route number and exit name or number where it is to be installed.

Signs shall be shipped to:

West Virginia Department of Transportation  
Division of Highways  
Traffic Services Complex  
180 Dry Branch Road  
Charleston, West Virginia 25306

Business panels received by the Traffic Services Complex will be compared to the approved shop drawings and evaluated to ensure conformance to required specifications. Panels judged to be in non-conformance will be rejected. Notification of this rejection will be given to the sign manufacturer within five (5) business days after the receipt of each business panel.

SIGN PANEL SPECIFICATIONS.....090 GAUGE/5052 – H38 ALUMINUM  
SIGN PANEL SIZE.....36” X 60” AND 18” X 30”  
SCALE.....1 : 17  
SHEETING MATERIAL.....HIGH INTENSITY: EYZ COMPANY, PRODUCT NO. XXX  
  
SIZE OF TEXT.....8” ON 36” X 60” BUSINESS PANEL  
4” ON 18” X 30” BUSINESS PANEL  
  
INK SPECIFICATIONS..... ....BLUE TRANSPARENT; XYP COMPANY, PRODUCT NO. XXX  
BLACK: XYZ COMPANY  
PRODUCT NO. XXX  
  
COLORS.....BLUE REFLECTIVE  
BLACK NON-REFLECTIVE BORDER  
WHITE REFLECTIVE BACKGROUND  
  
LOCATION.....I-77 EXIT 99  
SIGN QUANTITY.....2- EACH SIZE: 4 - TOTAL  
SIGN FABRICATOR..... ACME SIGN COMPANY  
DRAWING NUMBER/DATE.....A – 1 6/4/05

# SAMPLE OF REQUIRED SHOP DRAWING DETAIL FOR TODS LOGO BUSINESS PANELS

**SIGN PANEL SPECIFICATIONS** .080 GAUGE /5052 - H38 ALUMINUM

**SIGN PANEL SIZE** 36" x 60" AND 18" x 30"

**SCALE** 1 : 17

**SHEETING MATERIAL** HIGH INTENSITY : XYZ COMPANY PROUIDUCT NO. XXX

**SIZE OF TEXT**  
6" ON 36" x 60" BUSINESS PANEL  
3" ON 18" x 30" BUSINESS PANEL

**INK SPECIFICATIONS**  
BLUE TRANSPARENT : XYZ COMPANY PRODUCT NO. XXX  
BLACK : XYZ COMPANY PRODUCT NO. XXX

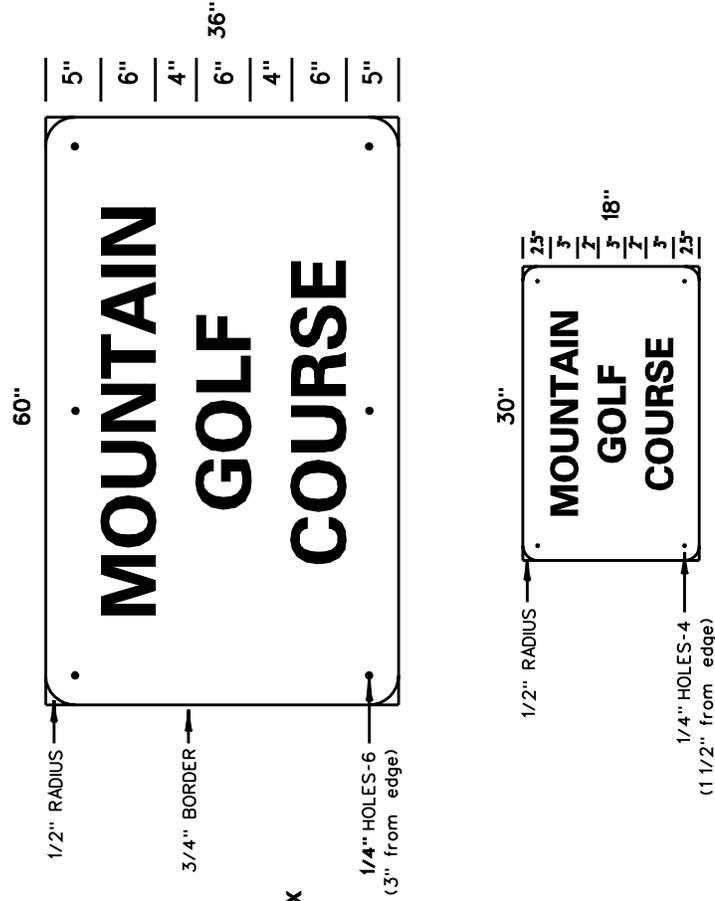
**COLORS**  
BLUE REFLECTIVE LEGEND  
BLACK NON - REFLECTIVE BORDER  
WHITE REFLECTIVE BACKGROUND

**LOCATION** 1 - 77 EXIT 99

**SIGN QUANTITY** 2 - EACH SIZE: 4 - TOTAL

**SIGN FABRICATOR** ACME SIGN CO.

**DRAWING NUMBER /DATE** A - 1 6 - 4 - 02



**TODS/LOGO SIGNING APPLICATION**

rev 6/1/05

West Virginia Division of Highways  
 Traffic Engineering Division, Room A-550  
 1900 Kanawha Boulevard, East. Building 5  
 Charleston, West Virginia 25305  
 (304) 558-3063; (304) 558-1209 (FAX)

Official Name of Business, Corporation or Individual \_\_\_\_\_  
 Doing Business As (if applicable) \_\_\_\_\_ FEIN \_\_\_\_\_  
 Owner or Official \_\_\_\_\_ Title \_\_\_\_\_  
 Business Phone \_\_\_\_\_ Business Fax (\_\_\_\_\_) \_\_\_\_\_  
 Business Office Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_

**BUSINESS LOCATION DATA**

1. Travel distance from nearest intersection or exit ramp terminal: \_\_\_\_\_ miles  
 (To nearest tenth mile) Direction: N S E W  
 (Circle One)
2. Is the advertised activity or the "on-premise" signing visible from the main traveled way, the interchange exit ramp, or either ramp terminal? Yes \_\_\_\_\_ No \_\_\_\_\_
3. Clearly identify the interchange (i.e. route and exit number) and route number, and/or intersecting roadway. \_\_\_\_\_

**MINIMUM REQUIRED SERVICES (Check Primary Service Only)**

- |  |  |  |
|--|--|--|
| <p><b><u>4. FUEL</u></b></p> <p>_____ Fuel<br/>                 _____ Oil<br/>                 _____ Air &amp; Water<br/>                 _____ Continuous Operation<br/>                 16 Hours/Day<br/>                 7 Days a Week<br/>                 Public Telephone<br/>                 _____ On premise<br/>                 _____ Nearby<br/>                 _____ Public Restrooms<br/>                 M _____ F _____</p> | <p><b><u>6. LODGING</u></b></p> <p>_____ Approved State License<br/>                 _____ Number of Units, Each<br/>                 Include a Bathroom &amp;<br/>                 a Sleeping Room<br/>                 _____ Adequate Vehicle Parking<br/>                 _____ Public Telephone<br/>                 _____ On premise<br/>                 _____ Nearby</p>  | <p><b><u>7. TOURIST ACTIVITY</u></b></p> <p>_____ 66% Tourist Oriented<br/>                 _____ Minimum Hours of<br/>                 Operation<br/>                 _____ Necessary Licensing<br/>                 _____ Adequate Parking<br/>                 _____ Seasonal Operation<br/>                 _____ Public Restrooms<br/>                 M _____ F _____<br/>                 _____ Public Telephones<br/>                 _____ On premise<br/>                 _____ Nearby</p> |
| <p><b><u>5. CAMPING</u></b></p> <p>_____ Approved State License<br/>                 _____ Number of Spaces<br/>                 _____ Drinking Water<br/>                 _____ Flush Toilets<br/>                 _____ Sanitary Disposal System<br/>                 _____ Seasonal Operation<br/>                 Public Telephone<br/>                 _____ On premise<br/>                 _____ Nearby</p>                           | <p><b><u>7. FOOD</u></b></p> <p>_____ Approved State License<br/>                 _____ Three meals a day<br/>                 _____ Hours of Operation _____ AM _____ PM<br/>                 _____ Public Telephone<br/>                 _____ On Premise<br/>                 _____ Nearby<br/>                 _____ Seating Capacity<br/>                 _____ Public Restrooms<br/>                 _____ M _____ F</p> |  |

**OPERATION DETAILS**

9. **Business Hours:** Spring \_\_\_\_\_ Fall \_\_\_\_\_  
Summer \_\_\_\_\_ Winter \_\_\_\_\_
10. **Days of Operation:** Sun \_\_\_\_\_ Mon \_\_\_\_\_ Tue \_\_\_\_\_ Wed \_\_\_\_\_ Thr \_\_\_\_\_ Fri \_\_\_\_\_ Sat \_\_\_\_\_
11. **Months of Operation:** All \_\_\_\_\_ Seasonal \_\_\_\_\_
12. **If operated on a seasonal basis, closed for off-season -** from \_\_\_\_\_ To \_\_\_\_\_
13. **Is business currently in operation?** \_\_\_\_\_ Yes \_\_\_\_\_ No; if no, anticipated date of operation \_\_\_\_\_

**APPLICATION'S CERTIFICATION**

I certify that the above and foregoing statements are true and correct and that I will inform the West Virginia Division of Highways of any changes to the above indicated information that may affect the availability of the services provided. I further certify that I will not discriminate or deny such services of public accommodations based upon race, religion, color or national origina which is prohibited by law and that I have read and understood the West Virginia Division of Highway's publication titled "LOGO and TODS/LOGO SIGNING PROGRAMS ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM."

\_\_\_\_\_  
Applicant's Signature Date

**Notice:** Falsification of the foregoing statements will result in the denial or revocation of this applications and the removal of any Business Sign Panel in addition to other penalties provided by law.

**DIVISION OF HIGHWAYS USE ONLY**

Date Received \_\_\_\_\_ Route No. \_\_\_\_\_ County No. \_\_\_\_\_ District No. \_\_\_\_\_

Reviewed by: Name \_\_\_\_\_ Recommendation:  
Title \_\_\_\_\_ Approval \_\_\_\_\_ Denial \_\_\_\_\_  
Date \_\_\_\_\_ Comments (Required if denial is indicated)  
\_\_\_\_\_  
\_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

APPROVED \_\_\_\_\_ Denied \_\_\_\_\_

\_\_\_\_\_  
DIRECTOR – TRAFFIC ENGINEERING DIVISION DATE

**THIS AGREEMENT**, made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between the WEST VIRGINIA DEPARTMENT OF TRANSPORTATION, DIVISION OF HIGHWAYS, hereinafter referred to as Department, and \_\_\_\_\_, hereinafter referred to as Business.

**WITNESSETH**

**THAT WHEREAS**, Business, operating as an \_\_\_\_\_ establishment or service, has requested the Department to install its business sign panels on the right-of-way of Expressway Route \_\_\_\_\_, in \_\_\_\_\_ County, at its Interchange or Intersection with \_\_\_\_\_, and: \_\_\_\_\_.

**WHEREAS**, prior to the execution of this agreement, the Business has submitted its completed response to the Department's application relating to qualification of the Business to exhibit its TODS/LOGO business sign panels upon West Virginia highways, and the Department, having perceived that the proposed sign is in conformity with the provisions of Chapter 17, Article 22, Section 4 of the code of West Virginia, as amended, and with the provisions of Chapter 17, Article 22, Section 9, and the Federal National Standards for Specific Information Signs as authorized in Section 2G of the "Manual on Uniform Traffic Control Devices", and by Title 23, Section 109(d), 131(f), and 315 of the United States Code Annotated as well as 49 CFR 1.48(b) and is further in conformity with the latest revision of the Department's publication titled LOGO AND TODS/LOGO SIGNING PROGRAMS ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM, is agreeable to the installation of said signing.

**NOW THEREFORE THIS AGREEMENT FURTHER WITNESSETH:** That for and in consideration of the sum of \$2,000, of which \$200 is for an installation fee, and the balance being a fee of \$1,800 for the initial term of three years and in consideration of the premises, the parties hereto do hereby agree as follows:

The initial term of this agreement shall be for a three-year period from the initial installation of the Business' LOGO signing, and is automatically eligible for renewal for one year terms thereafter, or until terminated by operation of other provisions of this agreement, or by either party, by giving written notice to the other party at least sixty (60) days prior to proposed termination. This agreement is also automatically renewable for one year terms should the Business be in conformity with the latest revision of the Department's publication titled LOGO AND TODS/LOGO SIGNING PROGRAMS ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM, referenced herein.

The Department shall install signs furnished by the Business at the locations set forth above. The Business shall maintain its qualification standards as set forth in the aforementioned criteria and if, at any time, the Department is not satisfied with the continued performance of the Business, the Department may, at its option, cancel this agreement and remove said signs. In the event of such removal, all previously paid fees are non-refundable. It is agreed that the Business shall furnish to the Department the required number of business sign panels of said Business. The size, shape, color and legend of these business sign panels shall be in accordance with the latest revision of the Department's publication titled LOGO AND TODS/LOGO SIGNING PROGRAMS ON THE INTERSTATE AND EXPRESSWAY HIGHWAY SYSTEM, and each business identified on these business sign panels shall be in conformity with all applicable laws concerning the provisions of public accommodations without regard to race, religion, color, gender, or national origin and shall not be in breach of this assurance.

It is agreed that, an annual renewal fee of \$600 shall be paid to the Department, by the Business, for a twelve (12) month period commencing on the anniversary of the installment of business panels and receipt of invoices. Said payment shall be remitted to the Finance Division, West Virginia Department of Transportation, Division of Highways, 1900 Kanawha Boulevard East, Building 5, Room 220, Charleston, West Virginia 25305.

It is further agreed that any renewal fee delinquent beyond thirty (30) calendar days may result in the immediate removal of the affected signs. The Business assumes the risk of loss occasioned by vandalism, damage, deterioration or theft of any of its sign panels. The Business agrees to bear all costs of replacement necessitated by the aforementioned or any other reason, including reinstallation charge payable to the Department, of \$200 within thirty (30) days following receipt of invoice. The reinstallation of the sign panels shall be accomplished by the Department as expeditiously as possible.

It is also agreed that should the Business request, or the Department require, that the business panels be covered during seasonal closures of the facility, the Business shall pay a fee of \$200 to cover their business sign panels and a \$200 fee to uncover their business sign panels. The covering and uncovering of these panels shall be accomplished by the Department as expeditiously as possible.

The right to install, replace, relocate and remove said business sign panels resides solely with the Department. The cost referred to herein reflect the latest pricing structures associated with signs, sign materials, labor and equipment. The Department will review each installation on a yearly basis to consider inflationary and overall maintenance costs. Any adjustments to the renewal fee will be made effective on April 1 of each ensuing year. Notification of adjustment, if any, will be made to the Business by the Department by registered mail on or before February of each year.

In WITNESS WHEREOF, said Department and Business have caused their names to be signed hereto by their proper officials thereunto duly authorized.

WEST VIRGINIA DEPARTMENT OF TRANSPORTATION  
DIVISION OF HIGHWAYS

\_\_\_\_\_  
Director, Traffic Engineering

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Business

\_\_\_\_\_  
Signature of Business Official

ITS: \_\_\_\_\_  
Title of Business Official

DATE: \_\_\_\_\_

**WEST VIRGINIA DIVISION OF HIGHWAYS  
DISTRICT TRAFFIC ENGINEERS**

<b><u>DISTRICT</u></b>	<b><u>NAME</u></b>	<b><u>ADDRESS</u></b>
ONE	Manoo Saidi	1334 Smith Street Charleston, WV 25301 Phone: 304-558-6391 Fax: 304-558-6391
TWO	Gary Mercer	P.O. Box 880 Huntington, WV 25712 Phone: 304-528-5579 Fax: 304-528-5613
THREE	Tim Kirk	624 Depot Street Parkersburg, WV 26101 Phone: 304-420-4818 Fax: 304-420-4683
FOUR	Dean Chipps	P.O. Box 4220 Clarksburg, WV 26302 Phone: 304-842-1575 Fax: 304-842-1583
FIVE	Larry Deitz	P.O. Box 99 Burlington, WV 26710 Phone: 304-289-3521 (ext 280) Fax: 304-289-5085
SIX	Paul Hicks	One DOT Drive Moundsville, WV 26041 Phone: 304-843-4086 Fax: 304-843-4022
SEVEN	Ismail Latiff	P.O. Box 1228 Elkins, WV 26241 Phone: 304-269-0400 Fax: 304-269-0422
EIGHT	Mark Morgan	P.O. Box 1516 Elkins, WV 26241 Phone: 304-637-0220 Fax: 304-637-0311

NINE

Barry Williams

103 ½ Church Street  
Lewisburg, WV 24901  
Phone: 304-647-7450  
Fax: 304-647-7423

TEN

Joel Dillon

270 Hardwood Lane  
Princeton, WV 24740  
Phone: 304-487-5293  
Fax: 304-487-3119

**For General Assistance or information, Contact Clyde Myers 1-304-558-3063**

**WEST VIRGINIA DIVISION OF HIGHWAYS**  
**LIST OF LOGO AND TODS/LOGO SIGN MANUFACTURERS \***

ALADDIN SIGNS, INC.  
219 Charles Street  
Wellsburg, WV 26070  
(304) 527-2416

NEW IMAGE SIGNS  
PO BOX 311  
Bluefield, VA 24605  
(304) 327-9646

ALLEN INDUSTRIES  
6434 Burnt Poplar Road  
Greensboro, NC 27409  
(800) 967-2553

PALMER SIGN COMPANY  
1211 Grey Spring Drive  
Bunker Hill, WV 25413  
(304) 229-5294

BREA SIGNS, INC.  
119 Appalachian Drive  
Beckley, WV 25801  
(304) 255-9296

RAINELLE SIGNS, INC.  
112 2<sup>nd</sup> Street  
Rainelle, WV 25962  
(304) 438-8582

DUFFER SIGN. CO.  
64 Shriver Mine Road  
Morgantown, WV 26501  
(304) 599-7446

ROCAL, INC.  
9 South Main Street  
Frankfort, OH 45628  
(619) 998-2122

INTERSTATE LOGOS, INC.  
1986 Beaumont Drive  
Baton Rouge, LA 70806  
(800) 952-3113

SHANNON-BAUM SIGNS, INC.  
105 Competitive Goals Drive  
Eldersburg, MD 21784  
(800) 368-2295

J.D. SIGNS  
1140 Airport Road  
Fairmont, WV 26554  
(304) 363-3211

SIGNS PLUS  
1342 Greenbag Road  
Morgantown, WV 26508  
(304) 296-6300

KORMAN SIGNS, INC.  
3029 Lincoln Avenue  
Richmond, VA 23228  
(804) 262-6050

SOUTHERN SIGN AND DESIGN  
PO BOX 250  
Glen Jean, WV 25546  
(304) 465-8368

LYLE SIGNS, INC.  
6294 Bury Drive  
Eden Prairie, MN 55346  
(800) 367-8560

SPECIALTY PRINTERS LIMITED  
PO BOX 481  
Hurricane, WV 25526  
(304) 562-5550

\* Listed for informational purposes only. Other manufacturers may be utilized; however, every sign manufacturer is required to comply with all applicable WVDOH specifications and requirements contained within this publication.