

**WEST VIRGINIA DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
TRAFFIC ENGINEERING DIVISION
JULY 2008**

**PROCEDURES FOR WEST VIRGINIA SPECIFIC MOTORIST SERVICES
(FUEL, FOOD, LODGING, CAMPING, ATTRACTIONS) SIGNING PROGRAM**

This document describes the West Virginia Division of Highway's (WVDOH) guidelines, requirements, approval process, fee structure, invoicing, and installation procedure for Specific Motorist Services (SMS) Signing.

GENERAL GUIDELINES AND REQUIREMENTS:

1. SMS signing is to be used as a method for businesses to provide directional signing for unfamiliar motorists along qualifying WVDOH roadways.
2. SMS signing is intended to be used when a particular business does not have the ability to install sufficient legal signing by its' own means to direct motorists. Therefore, a particular business will only be considered for SMS signing eligibility when the business can not have traditional commercial advertising installed in the vicinity of the intersection due to land ownership issues, cost issues, or outdoor advertising restrictions.
3. SMS signing is not intended to serve as marquee signing for businesses. Therefore, businesses will only be considered for SMS signing eligibility when the business is not located within a close enough proximity of the intersection making it reasonably evident in which direction the facility is located.
4. Businesses are not eligible for SMS signing along controlled access routes that are included as part of the WVDOH LOGO or TODS/LOGO signing programs, or portions of these routes that have been determined to not be eligible for LOGO or TODS/LOGO signing due to urbanization or other issues that make the installation of this type of signing prohibitive. For a listing of typical routes that are included as part of the LOGO and TODS/LOGO programs, please consult the WVDOH publication "LOGO – TODS/LOGO SIGNING PROGRAMS".
5. Businesses may apply for SMS signing along routes which carry a WV or US route number designation only. Additional trailblazing signing will be installed at additional intersections as needed to guide motorists to the business's facility.
6. The primary SMS signing for the business may be installed at the intersection of the desired WV or US designated route and a WVDOH maintained route carrying a lesser designation, such as a route carrying a County route number designation, or any other public road or driveway which leads to the business. SMS signing will not normally be allowed at the intersection of a WV or US route with another WV or US route.
7. Each business shall be eligible for only one SMS sign in each direction along each desired WV and/or US route.

8. All SMS signing business panels will be installed under the general heading "SERVICES (and/or) ATTRACTIONS". In order to be considered for eligibility as part of the SMS signing program, businesses must meet the qualification requirements associated with a "FUEL", "FOOD", "LODGING", "CAMPING", and/or "ATTRACTION" facility as described in detail in the WVDOH publication "LOGO – TODS/LOGO SIGNING PROGRAMS".
9. Individual business panels will be of the general design shown on the attached sample SMS signing assembly drawing.
10. Each SMS signing "SERVICES and/or ATTRACTIONS" assembly may include up to three (3) individual businesses. Additional assemblies may be allowed, provided there is adequate space available. The WVDOH may, at its discretion, determine and identify on a case-by-case basis, specific intersections, or groups of intersections, to be ineligible for SMS signing due to space limitations. In some cases, the design of the SMS signing may be limited, as required, to that described below in part 11
11. Where appropriate, trailblazing SMS signing may be installed as required at intersections of non WV or US designated routes maintained by the WVDOH with other non WV or US designated routes. The WVDOH reserves the right to limit the trailblazing signing to a smaller 24x24 plaque displaying the name of the business and a 21x15 directional arrow. An example drawing showing typical trailblazing signing of this size at the intersection of two secondary routes is attached.
12. Businesses participating in the SMS signing program may be required to be signed on approaches to intersections in conjunction with trailblazing signs required for LOGO or TODS/LOGO signing participants. In these cases, due to the higher volume of non-familiar motorist traffic served by the LOGO and TODS/LOGO signing programs, preference, if necessary, will be given to LOGO and TODS/LOGO participants. In rare circumstances, an available space may be required to be created as part of the trailblazing required for a LOGO or TODS/LOGO participant on the approach to an intersection that currently meets the maximum number of available SMS signing spaces. In these cases, the SMS signing for the business that is located farthest from the intersection that is not a LOGO or TODS/LOGO participant will be removed at the end of the business's current 3-year term. If the signing required to be removed is on one of the approaches to the primary (initial) intersection that the business is signed at, the business's signing on the opposite approach to the intersection will be allowed to remain. If the signing required to be removed is a required trailblazing sign, therefore disrupting the continuity of necessary signing to the business from the primary intersection, the business's participation in the SMS signing program will be required to be terminated at the end of the business's current 3-year term.

ADDITIONAL GUIDELINES AND REQUIREMENTS (LOGO AND TODS/LOGO PARTICIPANTS ONLY):

13. The SMS signing program will also be utilized as a manner to provide trailblazing signing, as determined to be necessary by WVDOH personnel, for businesses included as part of either the LOGO or TODS/LOGO signing programs. This may involve installing SMS signing along routes and/or at intersections that would not normally qualify for SMS signing, as described above.
14. If the determination is made by WVDOH field personnel that additional trailblazing signing is required at applicable intersections to direct motorists to the business's facility, participation in the SMS signing program will be a mandatory requirement for participation in the LOGO or TODS/LOGO signing program. Discontinuation of participation in the SMS signing program will be grounds for termination of the business's participation in the LOGO or TODS/LOGO signing program, and vice-versa.
15. LOGO or TODS/LOGO business panels and SMS signing for the business will generally be installed concurrently.

APPLICATION, APPROVAL, INVOICING, AND INSTALLATION PROCEDURE:

- Step 1: Complete the attached SMS signing application. All applicable information must be filled in and the application must be signed.
- Step 2: Mail or fax (304-558-1209) the completed application(s) to the following address:
WVDOH-Traffic Engineering Division
Bldg. 5 – Room A550
1900 Kanawha Blvd. East
Charleston, WV 25305

Any questions regarding the application process may be directed to the Traffic Engineering Division by calling 304-558-3063.

- Step 3: Upon receiving the application, WVDOH personnel will complete an evaluation process, which may consist of all or a portion of the following:
- Field review to verify that the business meets the applicable requirements
 - Assessment of the need for additional trailblazing signing
 - Determination or verification of appropriate mileages to be posted
 - Development of a preliminary signing plan
- Please note, during this process, the business may be contacted by WVDOH personnel to discuss specifics of the business operation and/or the specific wording to be utilized on the business's signing.
- Step 4: A letter will be prepared by the Traffic Engineering Division and mailed to the business. If the application is approved, the letter will be accompanied by two copies of the attached legal agreement for the initial 3-year term. The agreement will also include a drawing detailing the proposed signing plan. If the application is denied, a letter will be prepared by the Traffic Engineering Division and mailed to the business explaining the cause for denial.

- Step 5: If the business's application is approved, the business must sign one copy of the legal agreement and return it to the Traffic Engineering Division at the address indicated in Step 2.
- Step 6: After the legal agreement is received, a work order will be generated for the fabrication and installation of the SMS signing. All required signing will be fabricated by the WVDOH, and will be of the general design shown on the attached sample assembly drawing. No logos will be accommodated in the design of the signing. The required signing will be installed within seventy (70) days after issuance of the work order. For SMS signing required as trailblazing signing for LOGO or TODS/LOGO participants, all signing will be installed concurrently with the installation of the LOGO or TODS/LOGO business panels. As the SMS signing and LOGO or TODS/LOGO signing will be installed concurrently, delays in the application process, approval process, invoicing and payment process for the SMS signing program, and/or business panel delivery process for the LOGO and TODS/LOGO programs may extend the overall time frame for installation.
- Step 7: After the SMS signing is installed, an invoice will be generated and sent to the business for payment. The initial three (3) year agreement term will begin at the start of the month following the installation of the SMS signing.

FEE STRUCTURE:

1. The initial costs associated with a 3-year term in the SMS signing program will be \$150 for sign fabrication and initial installation, plus a \$75 maintenance fee for each of the three years of the term, for a total initial fee of \$375 per sign. The total fee paid for the initial 3-year term will therefore be \$375 for each intersection approach signed for, and an additional \$375 for each additional intersection approach requiring trailblazing signing.
2. Subsequent 3-year terms will be invoiced in the amount of \$225 for each intersection approach signed for, which reflects a \$75 maintenance fee for each of the three years of the term.
3. Based on long term trends in material, equipment, and labor costs, the WVDOH reserves the right to adjust the fee structure for this program as necessary on a periodic basis.
4. The \$75 yearly maintenance fee reflects expected long term material, labor, and equipment costs annualized into a yearly fee. The long term material, labor, and equipment costs are associated with maintenance made necessary by vandalism, accidental damage from vehicle impacts, wind damage, and limited sign material life. This fee does not take into account "excessive" accidental or intentional damage. The annual maintenance fee reflects the replacement of a particular sign one time per year. If replacement work is required for a particular sign more than once in a 12-month period, the business will be invoiced for and will be required to pay the \$150 initial installation fee for each occurrence.

SEASONAL CLOSURES

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 \$100 to have the WVDOH cover or remove all signs and a \$100 fee to have the WVDOH reinstall or uncover all signs. 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 the following three procedures:

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

SIGN REMOVAL AND AGREEMENT TERMINATION:

SMS signing business panels will be removed 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's failure to comply with the criteria set forth in the current edition of the WVDOH publication "LOGO - TODS/LOGO SIGNING PROGRAMS", and after receiving a thirty (30) day notice to take corrective action addressing identified deficiencies, and failing to do so, or
- c) The business fails to meet its financial obligations as set forth in the West Virginia SMS signing program, or
- d) Removal is required per the provisions of Section 12 under "GENERAL GUIDELINES AND REQUIREMENTS" (signing removal and agreement termination will occur at the end of the business' current 3-year term).

**APPLICATION
FOR SPECIFIC MOTORIST SERVICES SIGNING ON
NON-INTERSTATE AND NON-EXPRESSWAY FACILITIES**

West Virginia Division of Highways
Traffic Engineering Division
Bldg. 5 - Rm. A550
1900 Kanawha Blvd. East
Charleston, West Virginia 25305
PH (304) 558-3063 / FAX (304) 558-1209

Official Name of Business, Corporation or Individual: _____
 Doing Business As (if applicable): _____ FEIN #: _____
 Owner or Official Representative: _____ Title: _____
 Business Phone: _____ Business Fax: _____
 Business E-Mail: _____
 Business Office Address: _____
 City, State, Zip: _____
 County: _____

BUSINESS LOCATION DATA

- Travel distance from nearest US or WV numbered highway to the facility: _____ miles (To nearest tenth mile)
 Direction: N S E W
 (Circle One)
- Is the business or facility's "on-premise" signing visible from the US or WV numbered highway? Yes _____ No _____
- Clearly identify the primary intersection where you are requesting official DOH signing (i.e. the route number of the mainline and the name or route number of the intersecting route:

- Will additional trailblazing signing be required? If so, describe by listing, in order, the subsequent intersections where trailblazing will be required. Use both route name and number if possible:

MINIMUM REQUIRED SERVICES (Check Primary Service Only)

<u>FUEL</u>	<u>FOOD</u>	<u>LODGING</u>
_____ Fuel Brand _____ _____ Oil Diesel _____ _____ Air & Water _____ Continuous Operation _____ 16 Hours/Day _____ 7 Days a Week _____ Public Telephone _____ On premise _____ Nearby _____ Public Restrooms M _____ F _____	_____ Approved State License _____ Three meals a day _____ Hours of Operation _____ AM to _____ PM _____ Public Telephone _____ On premise _____ Nearby _____ Seating Capacity _____ Public Restrooms M _____ F _____	_____ Approved State License _____ Number of Units, Each _____ Include a Bathroom & _____ A sleeping Room _____ Adequate Vehicle Parking _____ Public Telephone _____ On premise _____ Nearby
<u>CAMPING</u>	<u>TOURIST ACTIVITY AND/OR ATTRACTION</u>	
_____ Approved State License _____ Number of Spaces _____ Drinking Water _____ Flush Toilets _____ Sanitary Disposal System _____ Seasonal Operation _____ Public Telephone _____ On premise _____ Nearby	_____ 66% Tourism Oriented _____ Minimum Hours of Operation _____ Necessary Licensing _____ Adequate Parking _____ Seasonal Operation _____ Public Restrooms M _____ F _____ _____ Public Telephone _____ On premise _____ Nearby	

OPERATION DETAILS

Business Hours: Spring _____ Fall _____
Summer _____ Winter _____
Days of Operation: Sun ___ Mon ___ Tue ___ Wed ___ Thur ___ Fri ___ Sat ___
Months of Operation All ___ Seasonal ___
If operated on a seasonal basis, closed for off-season from _____ to _____
Is business currently in operation? ___ Yes ___ No; if no, anticipated date of operation _____

APPLICANT'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 origin which is prohibited by law and that I have read and understood the West Virginia Department of Highways' PROCEDURES FOR WEST VIRGINIA SPECIFIC MOTORIST SERVICES (FUEL, FOOD, LODGING, CAMPING, ATTRACTIONS) SIGNING PROGRAM

Applicant's Signature

Date

NOTICE: Falsification of the foregoing statements will result in the denial or revocation of this application 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

Motorist Service Signing Agreement

AGREEMENT NO: _____

THIS AGREEMENT, made this _ day of __ 20 08, 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 Specific Motorist Services signing on the right-of-way of ____ in _____ County; and

WHEREAS, the Department, having perceived that the proposed sign or signs are in conformity with the provisions of Chapter 17, Article 22, Section 4 of the code of West Virginia, as amended, and the Federal National Standards for Specific Information Signs as authorized in Sections 2G and 2I 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 Department's publication titled GENERAL PROCEDURE FOR THE INSTALLATION OF SPECIFIC MOTORIST SERVICES SIGNING ON NON-INTERSTATE AND NON-EXPRESSWAY FACILITIES, is agreeable to the installation of said signing.

WHEREAS, because current State and Federal Laws and Regulations restrict Outdoor Advertising, Business cannot erect outdoor advertising or directional signs in the general area of the intersection of a county, public or private road leading directly to the facility from a US or WV numbered route.

NOW, THEREFORE, THIS AGREEMENT WITNESSETH that for and in consideration of payment of ____ and the premises herein, the Department and the Business agree as follows:

1. After installation of the signs, the Department will send an invoice to the Business, and said invoice shall be paid to the Department by the Business upon receipt of such. The payment will cover the costs incurred by the Department to manufacture, install and maintain Motorist Services signing for the Business for a period of three (3) years.

Motorist Service Signing Agreement

2. The fees noted herein reflect a normal maintenance cost to replace the signs as they reach their useful life. If for some reason (e.g. excessive vandalism) the signs have to be replaced more than one time in the same year, the Division of Highways will require the business to pay an additional \$150 fee per sign, per occurrence, to have each sign reinstalled.
3. If seasonal closures require temporary covering or removal of the business' sign panels, the business will be invoiced in the amount of \$100 per sign required to be covered or removed, and will be invoiced in the amount of \$100 per sign required to be reinstalled or uncovered at the end of the seasonal closure.
4. Within thirty days after the Division of Highways installs the official directional signs to the Business, the Business shall permanently remove any and all existing private signs not properly authorized to exist on or adjacent to the State highway right of way.
5. The Department shall review the status of each sign installation for the Business on an annual basis. The Department reserves the right to relocate, alter or remove all installations if they do not conform to any changes associated with State and Federal statutes and regulations. 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. In the event of any alterations or removal of any of the installations, the initial costs and renewal fees are nonrefundable. At the end of the business' current three year term, the Division may, at its' option, remove the business' signing and terminate its' agreement in order to accommodate trailblazing signing for LOGO or TODS/LOGO participants, per the program's general guidelines and procedures.
6. The costs referred to herein will 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 fees will not be made during the three (3) year term of this agreement.
7. Invoices for subsequent three (3) year extensions will automatically be issued. Payment shall be submitted to the address indicated on the invoice.

Motorist Service Signing Agreement

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

Title of Business Official

Date: _____

SAMPLE