



Rules of
Department of Transportation
Division 10—Missouri Highways and Transportation
Commission
Chapter 17—Supplemental Guide Sign Program

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**Title 7—DEPARTMENT OF
TRANSPORTATION**

**Division 10—Missouri Highways and
Transportation Commission**

**Chapter 17—Supplemental Guide Sign
Program**

7 CSR 10-17.010 Signs for Traffic Generators

(Rescinded June 30, 2015)

AUTHORITY: section 226.525, RSMo 1994 and 23 U.S.C. section 131. Original rule filed May 14, 1996, effective Nov. 30, 1996. Rescinded: Filed Nov. 14, 2014, effective June 30, 2015.

7 CSR 10-17.020 Definitions

PURPOSE: This rule provides definitions of terms.

- (1) “Advance TODS Sign” shall mean a Tourist Oriented Directional Signing (TODS) sign placed in advance of the normal TODS sign.
- (2) “Alternate fuel” shall mean a fuel type other than gasoline or diesel that can be used to power a vehicle on the highway and includes, but is not limited to, ethanol blended gasoline (E-85), biodiesel (B-20), Compressed Natural Gas (CNG), or propane.
- (3) “Cave” shall mean a state approved cave which has complied with all necessary requirements of the Division of Labor Standards’ Mine Inspection Section and possesses a current certificate of annual inspection furnished and approved by that division.
- (4) “College Emblem Sign” shall mean a supplemental guide sign displaying emblem panels of up to six (6) colleges or universities meeting the criteria in this rule on emblem panels.
- (5) “College Traffic Generator Sign” shall mean a supplemental guide sign displaying the name and logo of up to three (3) colleges or universities meeting the criteria in this rule.
- (6) “Commercial activity” shall mean any business or service activity generally recognized as commercial by zoning authorities in this state.
- (7) “Commission” shall mean the Missouri Highways and Transportation Commission.
- (8) “Crossroad” shall mean the roadway that intersects the main roadway.
- (9) “Department” shall mean the Missouri Department of Transportation.
- (10) “Emblem Panel” shall mean a panel which may display the name, logo, or a combination of both for a college or university meeting the criteria in this rule which is attached to a mainline sign or ramp sign or on a stand-alone trailblazer sign.
- (11) “Exit Ramp” or “ramp” shall mean the connective roadway between the mainline and the crossroad at an interchange.
- (12) “Expressway” shall mean a divided highway with limited numbers of at-grade accesses.
- (13) “Fee” shall mean the amount of money assessed a qualified entity for participation in one (1) of the signing programs, which is paid prior to signs being installed.
- (14) “First connection” shall mean the sign location in advance of the intersection where motorists turn off of the state highway system to arrive at the destination being signed for.
- (15) “Freeway” shall mean a divided highway where access is fully controlled by interchanges.
- (16) “General Service Logo plaque” shall mean a sign with white legend on blue background depicting the standard symbol for an alternate fuel. The design shall meet the department’s standards.
- (17) “Gore” shall mean the area immediately beyond the divergence point of the mainline highway and the exit ramp bounded by the edges of those traveled ways.
- (18) “Interchange” shall mean an intersection that connects two (2) or more interconnecting roadways through the use of one (1) or more grade separations that provides for the movement of traffic between the interconnecting roadways on different elevations allowing uninterrupted flow of the mainline highway.
- (19) “Intersection” shall mean the at-grade crossing of two (2) public roadways where the intersecting roadways are at the same elevations and are controlled by regulatory signs or traffic signals.
- (20) “Interstate” shall mean the national system of interstate and defense highways located in Missouri as officially designated by the Missouri Highways and Transportation Commission in accordance with Title 23 of the *United States Code*, Sections 101 and 103, which is incorporated by reference and made a part of this rule as published by the United States Government Printing Office, 732 North Capitol Street, NW, Washington, DC 20401-0001, effective October 1, 2012. This rule does not incorporate any later amendments or additions.
- (21) “Logo Panel” shall mean a panel which may display the name, brand, symbol, trademark, or a combination of these of a qualified entity which is attached to a mainline sign or ramp sign or serves as a stand-alone trailblazer sign when a directional arrow is installed below it.
- (22) “Logo Program” or “Logos” shall mean specific service signing or a signing, which provides directional signing to businesses which offer motorist services (gas, food, lodging, camping, and twenty-four- (24-) hour pharmacy) and tourist attractions in the state of Missouri meeting the criteria of this rule.
- (23) “Mainline Highway” or “mainline” shall mean the primary travel lanes of the interstate, freeway, or expressway.
- (24) “Mainline Sign” shall mean the sign installed in advance of an interchange along the mainline of an interstate, freeway, or expressway informing motorists what services or attractions are accessible from that particular interchange.
- (25) “Motorist Services” shall mean a business which provides one (1) or more of the following services: gas, food, lodging, camping, or twenty-four- (24-) hour pharmacy. Motorist Services shall only be associated with the Logo and TODS programs. The business must also meet the following criteria:
- (A) Gas and diesel vehicular service stations shall provide fuel, oil, water, air, restroom facilities, drinking water, a telephone available for public use, and be in continuous operation at least twelve (12) hours a day, seven (7) days per week. Alternate vehicle fuels availability at these sites can be displayed as a secondary message at the bottom of a Logo panel or within the legend of the sign legend on a TODS sign. If this information cannot be displayed as part of the Logo or TODS sign, it may be displayed as a general service logo plaque placed below the gas Logo mainline and ramp signs or below the



TODS sign for the facility offering the alternate fuel. A maximum of two (2) plaques may be displayed below a TODS sign, one (1) attached to each of the TODS sign posts. When general service logo plaques are used, the fuel station shall be within three (3) miles of the interchange, located along the crossroad of the interchange, be clearly visible from the crossroad, and the availability of the alternate fuel shall be clearly identified on the on-premise signing of the fuel station. The distance to the service fuel station shall be displayed along with the general service logo where the distance is greater than one (1) mile;

(B) Food and restaurant facilities shall be approved and/or licensed by the state or political entity having jurisdiction and be in continuous operation to serve a minimum of two (2) meals a day (breakfast, lunch, and/or dinner), six (6) days a week and be open to the public a minimum of twelve (12) hours per day. The facility must have accommodations to seat a minimum of twenty (20) guests at tables indoors or a minimum of ten (10) drive-up ordering/eating stations. They must also provide restroom facilities and a telephone available for public use;

(C) Lodging, motel, and hotel facilities shall be approved and/or licensed by the state agency or political entity having jurisdiction and provide adequate sleeping accommodations and telephone availability for public use. The facility must have a minimum of ten (10) rooms and sufficient off street parking. The facility shall be open twenty-four (24) hours a day, seven (7) days a week;

(D) Camping and campground facilities shall be approved and/or licensed by the state agency or political entity having jurisdiction and provide modern sanitary facilities and drinking water. They must also provide a minimum of twenty (20) camping and parking spaces. The facilities shall be open twenty-four (24) hours a day, seven (7) days a week for a minimum of six (6) consecutive months per year. Signing for campgrounds operated on a seasonal basis will be covered with a blue background aluminum panel of appropriate size or removed from the sign during the off season; and

(E) Twenty-four- (24-) hour pharmacies shall be continuously operated twenty-four (24) hours per day, seven (7) days per week, and shall have a state-licensed pharmacist on duty at all times.

(26) "Owner" shall mean the holder of a fee title or the holder of a leasehold estate from the owner of real property representing the qualified entity.

(27) "Participation agreement" shall mean a contract between the program manager and each eligible entity participating in the programs outlined in this rule.

(28) "Program manager" shall mean a person representing the company awarded the administrative services contract for the purpose of operating the Logo, TODS, and Traffic Generator Programs and is authorized by the department to sign a participation agreement for marketing, management, installation, and maintenance of signs for these programs in accordance with these rules.

(29) "Qualified Entity" shall mean a site that meets one (1) of the following categories and meets all of the criteria listed in this rule:

(A) A tourist oriented activity;

(B) A motorist service;

(C) A state or federal agency which owns and operates a site offering recreational activities, sites of historical significance, or manages public lands open to the public;

(D) A state operated correctional facility;

(E) A Welcome Center Affiliate; and

(F) A college or university, satellite campus, or community college which offers face-to-face classroom education as the primary purpose of the site.

(30) "Ramp Sign" shall mean the supplemental guide for the Logo or Traffic Generator Program installed along the interchange ramp providing directional information for each service or attraction accessible from that particular interchange.

(31) "Ramp Terminal" shall mean the intersection of the exit ramp and the crossroad.

(32) "Rural Area" shall mean an area in which the population is less than five thousand (5,000) persons.

(33) "Second connection" shall mean the sign location in advance of the intersection or interchange where motorists turn to access the state highway where first connection signing is provided.

(34) "Specific Service sign" shall mean a supplemental guide sign displaying Logo panels for specific businesses that provide eligible motorist services or tourist attractions as outlined in this rule.

(35) "Standard" shall mean the department's Standard Plans for Highway Construction and/or Standard Specifications for Highway Construction and/or policies found in the Engineering Policy Guide.

(36) "Third connection" shall mean the sign location in advance of the intersection or interchange where motorists turn to access the state highway where second connection signing is provided.

(37) "TODS Program" or "TODS" shall mean Tourist Oriented Directional Signing, a signing program, which provides directional signs to tourist oriented activities and motorist services in the state of Missouri meeting the criteria of this rule.

(38) "TODS sign" shall mean a sign displaying the name of qualified entities that provide eligible tourist attractions or motorist services as outlined in this rule displayed as a stand-alone sign or as part of a TODS sign assembly.

(39) "Tourist Attraction" shall mean a tourist oriented activity which means a natural phenomenon, historic site, cultural site, recreational site, educational site, museum, area of natural beauty, or commercial activity as defined below, a major portion of whose income or visitors are derived during the normal business season from motorists. Attendance in any consecutive twelve- (12-) month period shall meet or exceed the minimum requirements established in this rule for the Logo, TODS, or Traffic Generator programs. Tourist attractions shall be open for business at least four (4) hours per day, at least five (5) days per week, one (1) of which must be a Saturday or Sunday unless otherwise indicated in this rule, have public restroom facilities, and a minimum of ten (10) parking accommodations.

(A) "Natural phenomenon" shall mean a feature created by nature. Examples may include, but are not limited to, unusual rock formations, caves, geysers, or waterfalls.

(B) "Historic site" shall mean a structure, site, or district that has definite historical significance and shall be listed on the National Register of Historic Places.

(C) "Cultural site" shall mean any facility for the performing arts, exhibits, or concerts that is open to all age groups.

(D) "Museum" shall mean a facility open to the public at least one hundred (100) days per year, in which works of artistic, historical, or scientific value are cared for and exhibited to all age groups.

(E) "Educational site" shall include:

1. "Zoological" or "botanical park" shall mean a facility in which living animals, insects, or plants are kept and exhibited to the public;

2. "Facility tours" shall mean regularly scheduled tours of plants, factories, working



farms, or institutions where the tours are conducted on a regularly scheduled daily basis for the general public without the need for reservations conducted during normal working hours of the facility. Tours shall be a minimum of thirty (30) minutes in duration. Tours shall be educational in format, informing the public how the products from the facility are produced or grown. The availability of tours shall be made known to the general public by posting the information on the facility website, pamphlets and brochures, or anywhere the hours of operation for the facility can be found. Retail outlets who do not fabricate or grow their products do not qualify; and

3. “Wineries” or “breweries” which qualify in the educational category shall mean a licensed site which produces a minimum of five hundred (500) gallons of wine and/or beer per year, which is open to the public for guided tours, tasting, and sells a minimum of one hundred (100) days per year. The tours shall meet the requirements defined under “facility tours.”

(F) “Area of natural beauty” shall mean a naturally occurring area of outstanding interest to the general public. Examples may include, but are not limited to, state or national parks, wilderness areas, lakes, rivers, canyons, or similar areas.

(G) “Recreational site” shall include:

1. “Recreational area” shall mean an area that includes, but is not limited to, bicycling, boating, fishing, swimming, hiking, rafting, picnicking, snowmobiling, cross country skiing, or snow skiing;

2. “Amusement parks” shall mean a permanent area which is open to the general public offering entertainment including, but not limited to, games, rides, and/or food services for all ages and is in operation more than three (3) consecutive months per year;

3. “Arenas” shall mean a stadium, sports complex, auditorium, fairgrounds, civic or convention center, or racetrack which have at least seating for five thousand (5,000) people holding public events open to all groups on at least one hundred (100) days of the year;

4. “Golf course” shall mean a facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, and indoor golf shall not be eligible; and

5. “Excursion gambling boat” shall mean a boat, ferry, or other floating facility licensed by the gaming commission on which gambling games are allowed.

(40) “Traffic generator” shall be a qualified entity, not including motorist services, golf

courses, or excursion gambling boat, which meet the criteria of this rule.

(41) “Traffic Generator Program” shall mean a supplemental guide sign program, which provides guidance to qualified entities, schools, governmental agencies, and colleges meeting the criteria in this rule.

(42) “Traffic Generator Sign” shall mean a supplemental guide displaying the name and logo, when permissible in this rule, of the qualified entity meeting the criteria in this rule.

(43) “Trailblazer sign” shall mean a sign with an arrow and site name/logo information which provides directional information for any necessary turns from the furthest extent of the signing to the qualified entity’s location. Legal, off-premises, directional outdoor advertising may be substituted for trailblazer signs if erected prior to the installation of a Logo or TODS sign.

(44) “Urban Area” shall mean an area in which the population is greater than five thousand (5,000) persons.

(45) “Visible” shall mean that the message or advertising content of a sign, display, or device is capable of being seen without visual aid by a person of normal visual acuity. A sign shall be considered visible even though the message or advertising content may be seen but not read.

(46) “Welcome Center Affiliate” shall mean a local chamber of commerce, a local convention and visitor bureau, or an institution of higher education with an established tourism curriculum which serves to increase the number of welcome centers in Missouri without expending state funds meeting the criteria of this rule.

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 2000 and 23 United States Code Section 131(f). Material in this rule originally filed as 7 CSR 10-9, 7 CSR 10-17, and 7 CSR 10-22. Original rule filed Nov. 14, 2014, effective June 30, 2015.*

**Original authority: 226.535, RSMo 1972.*

7 CSR 10-17.030 Administration

PURPOSE: This rule provides information concerning obtaining, maintaining, and cost for signing.

(1) This rule outlines the eligibility requirements to participate in the various signing programs. The construction, installation, and maintenance of the signs shall be in accordance with the “Supplemental Signing Program Rules” located in the department’s Engineering Policy Guide.

(2) Signs covered in this rule only apply to commission roadways unless otherwise specified in this rule.

(3) Requests for participation in the Logo, Tourist Oriented Directional Signing (TODS), or Traffic Generator Programs must be submitted to the program manager by the owner or authorized representative of a qualified entity.

(4) Before any qualified entity is permitted to participate in the Logo, TODS, or Traffic Generator Programs, any existing illegal advertising devices pertaining to that qualified entity shall be removed.

(5) No qualified entity may discriminate or be discriminated against with regard to race, color, religion, sex, age, handicap, or national origin. Each qualified entity identified by a Logo, TODS, or Traffic Generator sign shall have furnished written and notarized certification to the program manager of its conformity with all applicable federal, state, and local laws, ordinances, rules and regulations, and shall not be in breach of that certification.

(6) A qualified entity shall enter into a participation agreement with the program manager.

(7) Signs may be removed after notification by certified mail a minimum of thirty (30) days in advance of permanent removal of a qualified entity’s sign, for any of the following and no fees shall be refunded:

(A) Failure to pay fee;

(B) Failure to meet the minimum requirements set forth by these rules for each program type;

(C) Delinquency as to any of the previously mentioned violations; and

(D) A sign removed for any of the reasons in subsections (7)(A)–(7)(C) shall be charged a department approved fee for re-installation.

(8) If a business is closed due to fire, accident, remodeling, or other emergency for more than seven (7) days, but not more than ninety (90) days, the sign shall be covered to prevent inconveniencing the traveling public. The sign owner shall not lose its priority or be required to reapply prior to the normal



expiration of its contract. Extensions of time beyond ninety (90) days may be granted; however, an owner who, due to his/her own negligence, fails to open within the ninety- (90-) day period, may lose his/her priority to occupy the space on the right-of-way. The participation agreement will not be extended due to fire, accident, remodeling, or other emergency.

(9) The fee to be paid shall be equal to the fees established by the department. A participation agreement with the qualified entity shall be executed for a term specified in each program. If an applicant chooses to not pay the fees agreed upon in the participation agreement, all signs will be removed from the commission right-of-way.

(10) At the end of their business season, a qualified entity not open year-round shall have their sign taken out of service with a "Closed" panel placed on their traffic generator sign(s), place a "Closed" panel and cover with a blue panel, or the program manager shall have the authority to remove their TODS or Logo sign.

(A) A qualified entity which has not received a sign(s) due to insufficient space shall not utilize the space made available by a qualified entity's sign which has been removed during the off-season.

(B) A fee, approved by the commission, shall be assessed to take a sign in and out of service.

(11) No reimbursement shall be allowed to any participating qualified entity due to road closures or detours established for any reason.

(12) The commission reserves the right to approve all sign installation locations, modify said sign(s) when necessary to comply with changed standards that might be promulgated or adopted, and/or permanently remove the sign(s) at any time, in its sole discretion, for any reason whatsoever, including for the convenience of the commission or if the commission determines removal is required for a highway or transportation project. In the event the commission removes the sign pursuant to the terms of this rule, the commission will not refund any portion of the original payment from the qualified entity.

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 2000 and 23 United States Code Section 131(f). Material in this rule originally filed as 7 CSR 10-9, 7 CSR 10-17, and 7 CSR 10-22. Original rule filed Nov. 14, 2014, effective June 30, 2015.*

*Original authority: 226.535, RSMo 1972.

7 CSR 10-17.040 Tourist Oriented Directional Signing Requirements

PURPOSE: This rule defines the requirements necessary for an entity to qualify for Tourist Oriented Directional Signing (TODS) signing.

(1) A qualified entity eligible for Tourist Oriented Directional Signing (TODS) signs shall meet the criteria as tourist attraction or a motorist service (not including twenty-four- (24-) hour pharmacies) as defined in this rule and signing will be limited to the following distances from the site:

(A) Gas, food, and lodging services—three (3) miles; and

(B) Camping services and tourist attractions—fifteen (15) miles.

(2) If the installation of a TODS sign directing traffic onto a non-state route at an intersection is determined to be necessary by the program manager, the program manager shall contact the appropriate local jurisdiction who owns the roadway and obtain written consent for such TODS installation. If permission for erecting trailblazing signs cannot be obtained from the appropriate local authorities, that qualified entity shall not be eligible for TODS at that intersection.

(3) Where both TODS and Logo trailblazer signing would be authorized at the same intersection, the TODS signs shall incorporate the required information from, and be used in place of, the Logo trailblazer sign.

(4) Whenever an intersection on an expressway is upgraded to an interchange, all TODS located at that interchange and any associated trailblazing signs shall be removed by the program manager.

(5) Only those qualified entities not plainly visible to the driver proceeding on the crossroad will be considered for trailblazing signs. When the program manager determines trailblazer signs are required, all trailblazing signs shall be erected prior to erecting the intersection signs.

*AUTHORITY: Art. IV, section 29, Mo. Const., sections 226.020, 226.130 and 226.525, RSMo 2000. * Material in this rule originally filed as 7 CSR 10-9, 7 CSR 10-17, and 7 CSR 10-22. Original rule filed Nov. 14, 2014, effective June 30, 2015.*

*Original authority: 226.020, RSMo 1939; 226.130, RSMo 1939, amended 1993, 1995; and 226.525, RSMo 1972.

7 CSR 10-17.050 Requirements for Logo Signing

PURPOSE: This rule defines the requirements necessary for an entity to qualify for Logo signing.

(1) A qualified entity must provide one (1) or more of the following services: gas, food, lodging, camping, twenty-four- (24-) hour pharmacy, or be a tourist attraction meeting the criteria found in this rule to be eligible to participate in the Logo signing program.

(A) Specific service signs shall be erected only for a qualified entity located within three (3) miles of the interchange as measured along the path from the interchange to the qualified entity. The measurement starting from the intersecting centerlines of the freeway and crossroad at the interchange to the nearest edge of the business structure projected at a right angle to the roadway centerline. If the capacity of the existing individual service sign for a specific business is not fully utilized, a successive three- (3-) mile increment may be considered for that specific type business on a temporary basis until the space is requested by a qualified entity within the initial three- (3-) mile distance. The qualified entity occupying the space on a temporary basis will remain in place to the end of its annual participation agreement. Existing signs shall not be made larger or new signs installed to make room for qualified entities beyond the initial three- (3-) mile distance. The maximum distance allowed for each category from the interchange is equal to—

1. Gas, food, and lodging services—six (6) miles;

2. Camping services or tourist attractions—fifteen (15); and

3. Twenty-four- (24-) hour pharmacies—three (3) miles.

(B) Locations for mainline, ramp, and trailblazer signs must be approved by the department.

(C) Messages, symbols, and trademarks which resemble any official traffic control device shall not be used.

(D) If Logo spaces for any of the service categories mentioned in this rule remain available, then the department, at its discretion, may permit other qualifying entities in the same service category meeting the majority of the criteria to utilize the otherwise unused spaces. Those qualified entities that participate, but do not fully qualify for the program, shall be reevaluated on an annual basis. At that time, should there be a request from a fully qualifying entity to participate, the fully qualifying entity shall be given priority over a less



than fully qualifying entity when considering renewal of contracts.

(E) A business may have Logo panels installed at a second interchange, provided it meets all the requirements as set forth in these regulations and its participation at the second interchange does not prevent another eligible business from participating in the Logo Program at that interchange. Should a qualified entity choose to participate in the Logo program at the second interchange location, the business occupying space at the second interchange will be removed when its participation agreement has expired.

(F) In the event that a business provides more than one (1) motorist service, it may be eligible to display a Logo panel for each service it provides on the proper specific service sign, provided the following conditions are met:

1. It meets all minimum criteria for the service;

2. It does not prevent participation by another business which offers a sole service and would otherwise qualify for placement on the specific service sign. Should a qualified entity choose to participate in the Logo program at one (1) of the locations the business is displaying a secondary motorist service, the secondary Logo panel will be removed when its participation agreement expires; and

3. Space is available on the specific service sign.

(2) When more than six (6) qualified entities of the same motorist service type wish to participate in the Logo program at the same interchange, up to six (6) Logo panels for this motorist service type may be installed, or roll over, onto a second specific service sign if the second specific service sign is empty or can be subdivided as stated in the supplemental signing program rules. No more than twelve (12) Logo panels for one (1) type of motorist service shall be displayed at a single interchange on a maximum of two (2) specific service signs. The qualified entities occupying space on the second specific service sign may remain in place until such time as the space is needed by other qualified entities of other motor service types not currently displayed at the interchange choose to participate in the Logo program at that interchange. When this occurs, the qualified entities which rolled over onto the second specific service will remain in place until their participation agreement expires.

(3) If the requests to place Logo panels on specific service signs exceed the available space, the following criteria shall be used to determine the allocation of spaces:

(A) Businesses nearest to the interchange will be given priority;

(B) The first six (6) qualified applicants for gas, food, lodging, camping, tourist attractions, and pharmacies shall be selected to place their Logo panels on the specific service sign. When a tourist attraction and another motor service type are combined on a single specific service sign, the first three (3) qualified tourist attractions and first three (3) of the other motor service type that share the same specific service sign shall be selected;

(C) Once all allowed similar type businesses are posted on the specific service sign at an interchange, other similar type businesses that are on the waiting list that are closer to the interchange shall have priority over the business furthest from the interchange that is also on the waiting list; and

(D) Changes in the Logo panels displayed on the specific service sign which result from the previous rules will take place when the participation agreement for the business in question on the specific service sign expires.

(4) If trailblazer signs are required for qualified entities, they shall be installed at the same time or prior to the installation of the Logo panel on the mainline and ramp signs. The program manager shall determine if trailblazer signs are necessary, and the department will approve locations, if appropriate.

(5) Where both Tourist Oriented Directional Signing (TODS) and Logo trailblazer signing would be needed at the same intersection, the TODS signs shall incorporate the needed information from, and be used in place of, the Logo trailblazer sign.

(6) Mainline Logo signs shall be located on the freeway mainline between the first advanced guide sign and the exit guide sign.

(7) Ramp signs shall be located along the freeway interchange ramp after the gore and before the ramp terminal.

(8) Logo panels shall be constructed and installed as follows:

(A) Only a qualified entity's name, brand name, trademark, corporate logo, or commercial symbol shall be used. Logo and word messages shall not both be displayed on the Logo unless otherwise permitted in this rule. If a nationally, regionally, or locally recognized commercial symbol, corporate logo, or trademark is available, it should be used in preference to any other form of business identification. The department has the right to review and approve or deny the requested design—

1. The logo panel for a gas station/convenience store may display names, brand names, trademarks, corporate logos, commercial symbols, or other words, signs or symbols representing the brand of motor fuel and the convenience store name so long as the same or substantially similar words, signs or symbols are permanently displayed on the business and are the same or substantially similar to the business name, business entity, or the doing business as "dba" name as registered with the Missouri Secretary of State's office; and

2. The federal regulation on this issue, as interpreted by Federal Highway Administration (FHWA) guidance, suggests that blended logo panels are not allowed; however, the language of the federal regulation appears to allow this compromise so long as both logos are contained in the business name, business entity, or "dba."

(B) Logo panels shall not display a message which advertises a product rather than identifying a business. Any exception must be approved by the department. On gas Logo panels, diesel, ethanol or E-85, Biodiesel or B20, Compressed Natural Gas or CNG, Propane, or Food Mart text may be included as a secondary message in the lower portion of the Logo panel; and

(C) Messages, corporate logos, symbols, or trademarks which interfere with, imitate, or resemble any official warning or regulatory sign, signal, or traffic control device or which attempt, or appear to attempt, to direct movement of traffic are prohibited.

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 2000 and 23 United States Code Section 131(f). Material in this rule originally filed as 7 CSR 10-9, 7 CSR 10-17, and 7 CSR 10-22. Original rule filed Nov. 14, 2014, effective June 30, 2015.*

**Original authority: 226.535, RSMo 1972.*

7 CSR 10-17.060 Requirements for Traffic Generators

PURPOSE: This rule defines the requirements necessary for an entity to qualify for traffic generator signing.

(1) A traffic generator is eligible to have signs up to the third connection, however, signing cannot extend beyond the first interchange encountered regardless if the interchange is the first, second, or third connection.

(2) Traffic generator signing shall not be installed at an interchange which connects to another freeway. No interchange to interchange signing is permitted.



(3) Traffic generator signs shall not be erected at an interchange where one (1) exit ramp splits into two (2) or more ramps before connecting to the crossroad.

(4) Traffic generator signs shall not be erected in an area where there is less than three-quarters (3/4) of a mile between interchange gore points when measured in one (1) direction or as approved by the department.

(5) Signs may be provided on each freeway located within fifteen (15) miles of the traffic generator in a rural area or within five (5) miles in an urban area as measured along the path from the interchange/intersection to the traffic generator. The distance is measured along the path starting from the intersecting centerlines of the interchange/intersection and the crossroad and ends at the nearest edge of the traffic generator projected at a right angle to the roadway centerline.

(6) The qualified entity is responsible for working with the local jurisdiction to install any additional trailblazer signs that may be required off of the state system before the signs are installed on the state highway.

(7) Tourist Oriented Traffic Generator. To be considered eligible as a tourist oriented traffic generator a qualified entity must meet the definition of a tourist oriented attraction, meaning the definition in this rule, and must also meet the following criteria:

(A) The qualified entity shall have a minimum annual attendance of two hundred thousand (200,000) in rural areas, two hundred and fifty thousand (250,000) in urban areas and three hundred thousand (300,000) in the St. Louis and Kansas City metropolitan areas;

(B) Shall be open for business at least four (4) hours per day, at least five (5) days per week, one (1) of which must be a Saturday or Sunday and be fully operative and open to the traveling public for a minimum of three (3) months each year unless otherwise indicated in this rule, have public restroom facilities, have sufficient on premise parking to accommodate all visitors; and

(C) The qualified entity shall meet the criteria for a tourist oriented attraction specified in this rule.

(8) College Generator. To qualify for college generator signs a qualified school shall meet all the definitions of this rule and must also meet the following criteria:

(A) The school shall be a traditional four-(4-) year college, theological school, or seminary;

(B) The qualifying school site and the courses taught at the school shall be accredited by an organization recognized by the U.S. Department of Education or by the Council for Higher Education. The department will determine the eligibility of each school;

(C) The qualifying school shall provide a minimum of a four- (4-) year bachelor's degree or master's degree;

(D) The qualifying school shall be the primary campus of the college;

(E) Two- (2-) year colleges, community colleges, professional/ technical schools, or satellite campuses do not qualify for college generator signing;

(F) The qualifying school shall provide on campus student housing;

(G) The qualifying school shall offer traditional, face-to-face classroom settings between students and faculty as a primary source of education. Web-based or telecommunication centers do not meet this requirement;

(H) College generator signs shall only provide guidance to the primary school campus. Signing to individual schools on or off campus (i.e. school of engineering, nursing, etc.), research parks, or research farms shall not be provided;

(I) Qualifying schools may choose to participate in college emblem signing in lieu of college generator signing;

(J) If third connection does not reach an interchange, the signing will begin at the third connection and the signing will consist of college generator trailblazer signs only;

(K) The qualifying school shall have a minimum of five hundred (500) registered students attending face-to-face classes on campus. The department shall acquire the three-(3-) year average attendance from the Department of Higher Education or the school may provide a notarized letter attesting to their average face-to-face enrollment for the specific site being signed for;

(L) The logo for the school shall only be displayed on the mainline sign; and

(M) No qualified school may participate in more than one (1) type of college traffic generator signing program off of a given state highway.

(9) College Emblem Signing. To qualify for college emblem signs a qualified school shall meet all the definitions of this rule and must also meet the following criteria:

(A) The qualifying school shall be a minimum of a two- (2-) year college, community college, or satellite campus;

(B) The qualifying school site and the courses taught at the school shall be accredited by an organization recognized by the U.S. Department of Education or by the Council

for Higher Education. The department will determine the eligibility of each school;

(C) The qualifying school shall provide a minimum of a two- (2-) year associate's degree;

(D) The qualifying school shall offer traditional, face-to-face classroom settings between students and faculty as a primary source of education. Web-based or telecommunication centers do not meet this requirement;

(E) College emblem signs shall only provide guidance to the primary school campus. Signing to individual schools on or off campus (i.e. school of engineering, nursing, etc.), research parks, or research farms shall not be provided;

(F) If third connection does not reach an interchange, the signing will begin at the third connection. The type of signing used to mark the path will consist of college emblem style trailblazer sign only;

(G) The qualifying school shall have a minimum of one hundred (100) registered students attending face-to-face classes on campus. The department shall acquire the three- (3-) year average attendance from the U.S. Department of Higher Education or the school may provide a notarized letter attesting to their average face-to-face enrollment for the specific site being signed for; and

(H) No qualified school may participate in more than one (1) type of college traffic generator signing program off of a given state highway.

(10) State and Federal Agency. State and federal agency traffic generators are required to meet the criteria in this rule for traffic generators, but do not have a minimum annual attendance requirement. State and federal agency traffic generators shall be limited to—

(A) Missouri conservation areas operated by the Missouri Department of Conservation;

(B) Missouri state parks and state historic sites operated by the Missouri Department of Natural Resources; and

(C) Federal agency traffic generators shall be limited to recreational sites, including, but not limited to, historic sites, forests, river accesses, campgrounds and lakes, which are operated by U.S. Corp of Engineers, U.S. Forest Service, U.S. Fish and Wildlife, or National Park Service.

(11) State Correction Centers. Correction centers operated by the Missouri Department of Corrections are eligible for traffic generator signs at the first connection only. If the first connection is at an interchange, the first connection may include both the mainline and ramp sign. Before signing will be considered, approval from the local government



where the correctional facility is located must be obtained. Minimum attendance requirements do not apply.

(12) Welcome Center Affiliate. Welcome center affiliates, approved by the Division of Tourism, are eligible for traffic generator signs and are required to meet the criteria in this rule, but do not have a minimum annual attendance requirement. Signs will be allowed up to a maximum of six (6) miles from the affiliate in a rural area and two (2) miles in an urban area. Before the participation agreement can be executed, the potential affiliate must first receive their certification letter from the Division of Tourism.

AUTHORITY: section 226.525, RSMo 2000 and 23 U.S.C. section 131. Material in this rule originally filed as 7 CSR 10-9, 7 CSR 10-17, and 7 CSR 10-22. Original rule filed Nov. 14, 2014, effective June 30, 2015.*

**Original authority: 226.525, RSMo 1972.*