
Rules of
Department of Transportation
Division 10—Missouri Highways and Transportation
Commission
Chapter 9—Logo Signing

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**Title 7—DEPARTMENT OF
TRANSPORTATION**
**Division 10—Missouri Highways and
Transportation Commission**
Chapter 9—Logo Signing

7 CSR 10-9.010 Public Information

PURPOSE: This rule informs interested persons how to obtain information and materials about logo signing control.

(1) General Information. Section 226.535, RSMo 1994 regulates signing on interstate and primary highway right-of-way. The general assembly has delegated authority to the Missouri Highways and Transportation Commission to implement these statutes. The commission's administrative rules, 7 CSR 10-9, have the force and effect of law and should be read together with the statutes.

(2) Organization. The Missouri Highways and Transportation Commission controls and acts by and through the state Department of Transportation which is directed by the chief engineer. The state is geographically divided into ten (10) department districts. Each district office is headed by a district engineer responsible to the chief engineer for supervising all departmental activities within that district. Counties in each district follow: District No. 1 includes Andrew, Atchison, Buchanan, Caldwell, Clinton, Daviess, DeKalb, Gentry, Harrison, Holt, Nodaway, Worth; District No. 2 includes Adair, Carroll, Chariton, Grundy, Howard, Linn, Livingston, Macon, Mercer, Putnam, Randolph, Saline, Schuyler, Sullivan; District No. 3 includes Audrain, Clark, Knox, Lewis, Lincoln, Marion, Monroe, Montgomery, Pike, Ralls, Scotland, Shelby, Warren; District No. 4 includes Cass, Clay, Henry, Jackson, Johnson, Lafayette, Platte, Ray; District No. 5 includes Benton, Boone, Callaway, Camden, Cole, Cooper, Gasconade, Maries, Miller, Moniteau, Morgan, Osage, Pettis; District No. 6 includes Franklin, Jefferson, St. Charles, St. Louis; District No. 7 includes Barry, Barton, Bates, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, St. Clair, Vernon; District No. 8 includes Christian, Dallas, Douglas, Greene, Hickory, Laclede, Ozark, Polk, Stone, Taney, Webster, Wright; District No. 9 includes Carter, Crawford, Dent, Howell, Iron, Oregon, Phelps, Pulaski, Reynolds, Ripley, Shannon, Texas, Washington; and District No. 10 includes Bollinger, Butler, Cape Girardeau, Dunklin, Madison, Mississippi, New Madrid, Pemiscot, Perry, St. Francois, Ste. Genevieve, Scott, Stoddard, Wayne.

(3) How to Obtain Information and Materials. Information and materials regarding logo signing may be obtained in person, or by writing or by telephoning the following District Engineer, Missouri Department of Transportation: District No. 1, 3602 North Belt Highway, Box 287, St. Joseph, MO 64502 (816-232-3323); District No. 2, U.S. Route 63, P.O. Box 8, Macon, MO 63552 (660-385-3176); District No. 3, Highway 61 South, P.O. Box 1067, Hannibal, MO 63401 (573-221-2764); District No. 4, 5117 East 31st Street, Kansas City, MO 64128 (816-921-7104); District No. 5, 1511 Missouri Boulevard, P.O. Box 718, Jefferson City, MO 65102 (573-751-3322); District No. 6, 1590 Woodlake Drive, Chesterfield, MO 63017-5712 (314-340-4100); District No. 7, 3901 East 32nd Street, P.O. Box 1445, Joplin, MO 64802 (417-629-3300); District No. 8, 3025 East Kearney, P.O. Box 868, Springfield, MO 65801 (417-866-3576); District No. 9, U.S. Business Route 63 North, P.O. Box 220, Willow Springs, MO 65793 (417-469-3134); or District No. 10, U.S. Route 61 North of U.S. Route 60, P.O. Box 160, Sikeston, MO 63801 (573-471-4170).

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 1994, 23 United States Code Section 131(f). Original rule filed Feb. 10, 1989, effective Aug. 29, 1990. Rescinded and readopted: Filed Jan. 3, 1991, effective June 10, 1991. Amended: Filed Sept. 15, 1998, effective April 30, 1999.*

**Original authority 1972.*

7 CSR 10-9.020 Definitions

PURPOSE: This rule provides definitions of terms.

(1) Business (logo) signs shall mean a sign which may display the name, brand, symbol, trademark or a combination of these of a qualified business shown on a separate panel which is attached to a specific service sign or supplemental directional sign.

(2) Department shall mean the Missouri Department of Transportation.

(3) District office shall mean the headquarters of any one (1) of the ten (10) geographical subdivisions of the Missouri Department of Transportation. The district office may be referred to as district.

(4) Gore shall mean the area immediately beyond the divergence of two (2) traveled

ways bounded by the edges of those traveled ways.

(5) Interstate highway system 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*.

(6) Notice shall mean notification by certified mail.

(7) Owner shall mean the holder of a fee title or the holder of a leasehold estate from the owner of real property.

(8) Primary highway system shall mean designated highways within the primary system that have interchanges at crossroads and streets rather than at grade intersections.

(9) Qualified business shall mean a business furnishing gas, food, lodging, camping or tourist attraction which meets the criteria established by these rules.

(10) Responsible owner shall mean a person or agent other than an owner who operates a qualified business and who has authority to enter into agreements relevant to matters covered by these rules.

(11) Specific service signs shall mean background signs for which one (1) or more separate business (logo) signs may be attached and are located adjacent to the main line of the highway.

(12) Supplemental directional signs shall mean specific service signs bearing separately affixed business (logo) signs located adjacent to an exit ramp. Mileage plates shall be installed below each logo sign if the distance to the qualifying business is a quarter of a mile or greater.

(13) Trailblazer signs shall mean business (logo) signs located along the route leading from the interstate or primary highway to qualified businesses and shall show direction by an arrow. Legal, off-premises, directional outdoor advertising may be substituted for trailblazer signs if erected prior to the installation of the logo signs.

(14) Traveled way shall mean the through traffic lanes of the interstate and primary highway system and shall include exit and entrance ramps and acceleration/deceleration lanes.



(15) 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.

(16) Interchange shall mean a system of interconnecting roadways in conjunction with one (1) or more grade separations that provides for the movement of traffic between two (2) or more roadways or highways on different levels.

(17) Tourist attraction shall mean a business or location and shall include one (1) or more of the following categories which are not presently utilizing traffic generator guide signing:

(A) Natural Phenomenon: A feature created by nature examples may include but are not limited to unusual rock formations, caves, geysers and waterfalls;

(B) Historic Site or District. Shall include a structure, site or district that has definite historical significance as determined by the Missouri historic society as a historic attraction and is listed on the National Register of Historical Places;

(C) Cultural Site. Shall include any facility for the performing arts, exhibits, or concerts that is open to all age groups.

1. Museum. 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 the public;

(D) Educational Site.

1. Zoological or botanical park. A facility in which living animals, insects, or plants are kept and exhibited to the public.

2. Winery or brewery. A licensed site which produces a minimum of five hundred (500) gallons of wine and/or beer per year. Open to the public for guided tours. Tasting and sales a minimum of three hundred twenty (320) hours per year and provide an educational format for informing visitors about wine and beer processing;

(E) Area of Natural Beauty or Scenic Beauty. 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, mountain ranges, lakes, rivers, canyons, and similar areas; and

(F) Recreational Site.

1. Recreational area. An area that includes, but is not limited to, bicycling, boating, fishing, hiking, rafting, picnicking, snowmobiling, or cross country skiing.

2. Amusement parks. A permanent area which is open to the general public for three (3) or more of the following activities: picnicking, hiking, swimming, boating, entertainment rides, food services, etc. In operation more than three (3) months per year.

3. Arenas. A stadium, sports complex, auditorium, fairgrounds, civic or convention center or racetrack which has a capacity of at least five thousand (5,000) seats and is holding events on at least ninety (90) days of the year.

4. Golf courses. A facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip-and-putt courses and indoor golf shall not be eligible.

AUTHORITY: Art IV, section 29, Mo. Const., section 226.535, RSMo 1994, 23 United States Code Section 131(f). Original rule filed Feb. 10, 1989, effective Aug. 29, 1990. Rescinded and readopted: Filed Jan. 3, 1991, effective June 10, 1991. Amended: Filed Sept. 15, 1998, effective April 30, 1999.*

**Original authority 1972.*

7 CSR 10-9.030 Eligibility Requirements

PURPOSE: This rule defines the requirements necessary to qualify a business for logo signing.

(1) Qualified businesses must provide to the department written assurance of conformity with all federal and state laws requiring the qualified business to provide its services without regard to race, religion, age, color, sex or national origin, and with the laws concerning the licensing and approval of service facilities.

(2) A qualified business must be adjacent to the interstate or primary highway system and provide one (1) or more of the following services: gas, food, lodging, camping or be a tourist attraction. The businesses must also meet the following criteria:

(A) Gas and diesel vehicle 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 per day, seven (7) days per week. Any exceptions must be approved by the department;

(B) Food and restaurant facilities shall be approved and/or licensed by the state agency or political entity having jurisdiction and be in continuous operation to serve three (3) meals per day, seven (7) days per week and be

open a minimum of twelve (12) hours per day. They must also provide restroom facilities and a telephone available for public use. Any exceptions must be approved by the department;

(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 a telephone available for public use. The facilities must have a minimum of ten (10) units and sufficient off-street parking. Any exceptions must be approved by the department;

(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. Business signs for campgrounds operated on a seasonal basis will be covered with a blue background aluminum panel of appropriate size during the off season or removed during that season. Any exceptions must be approved by the department;

(E) 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, have public restroom facilities, a minimum of ten (10) parking accommodations and have a minimum annual attendance of five thousand (5,000) visitors per year. Business signs for tourist attractions operated on a seasonal basis will be covered with a blue background aluminum panel of appropriate size during the off season or removed during that season. Any exceptions must be approved by the department; and

(F) Specific service signs shall be erected only for a qualified business located within three (3) miles of the interchange as measured along the roadway centerline from the centerline intersection of the crossroad and interstate or primary route to the nearest edge of the business structure projected at a right angle to the roadway centerline.

1. If no qualified and participating businesses of a specific type exists within three (3) miles of the interchange, a successive three (3)-mile increment may be considered. 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. All qualified businesses within a successive increment may be included but the maximum capacity of the existing sign will not be exceeded. If a qualified gas, food or lodging business later elects to participate and is located in the first three (3)-mile

increment, the same specific type business located at the greatest distance away from the interchange and in the second three (3)-mile increment shall be removed upon expiration of the time period for which the space is rented.

2. Gas, food and lodging services located more than six (6) miles from the interchange shall not be eligible for signing.

3. Camping services located more than fifteen (15) miles from the interchange shall not be eligible for signing.

4. Tourist attractions located more than thirty (30) miles from the interchange shall not be eligible for signing;

(G) Locations for specific service signs must be approved by the district office having jurisdiction;

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

(I) If available logo spaces for any of the service categories mentioned in section (2) of this rule are not fully utilized by companies in strict compliance with the corresponding criteria, the department at its discretion, may permit other companies in the same service category meeting the majority of the criteria to utilize the otherwise unused spaces. These companies' rights to utilize logo spaces shall be reevaluated on an annual basis; should the demand by companies fully meeting the criteria increase, the "all service" companies shall be given priority when considering renewal of contracts;

(J) A business may have logo signs 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 Sign Program at that interchange; and

(K) In the event that a business provides more than one (1) motorist service, it may be eligible to display a logo sign for each service it provides on the proper background sign panel, 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 background sign panel; and

3. Space is available on the background sign panel.

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 1994, 23 United States Code Section 131(f). Original rule filed Feb. 10, 1989, effective Aug. 29, 1990. Rescinded and readopted: Filed Jan. 3,*

1991, effective June 10, 1991. Amended: Filed Sept. 15, 1998, effective April 30, 1999.

**Original authority 1972.*

7 CSR 10-9.040 Specific Service Signs

PURPOSE: This rule defines where eligible logo signing can be located.

PUBLISHER'S NOTE: The publication of the full text of the material that the adopting agency has incorporated by reference in this rule would be unduly cumbersome or expensive. Therefore, the full text of that material will be made available to any interested person at both the Office of the Secretary of State and the office of the adopting agency, pursuant to section 536.031.4, RSMo. Such material will be provided at the cost established by state law.

(1) Specific service signs on the interstate and primary highway system shall be erected not less than eight hundred feet (800'), or as approved by the department, in advance of the exit direction sign at the interchange from which the services are available. They shall be installed in the order of tourist attraction, camping, lodging, food and gas as observed in the direction of travel. No more than four (4) specific service signs shall be erected per exit direction. Logos from two (2) specific service panels may be combined on a single panel to accommodate all five (5) specific services if four (4) specific panels already exist at an interchange.

(2) The location of specific service signs and supplemental directional signs shall be approved by the district office. As determined by the district office, the signs shall be located so as to have the least impact on the scenic environment and must avoid conflict with other signs within the highway right-of-way. Lateral clearance and height shall be as specified in 2A-23 and 2A-24 of the *Manual on Uniform Traffic Control Devices*.

(3) Specific service signs shall be spaced a minimum of eight hundred feet (800') apart or as approved by the department.

(4) Specific service signs shall be displayed as designated in the *Manual on Uniform Traffic Control Devices*, Part II-G and these rules.

(5) Specific service signs shall not be erected at an interchange where an exit ramp is provided but no convenient reentry ramp exists in the same direction of travel.

(6) Specific service signs shall not be erected at interchanges where the interchange ramps connect directly to another freeway.

(7) Specific service 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.

(8) Specific service signs must be shoulder mounted signs and will not be allowed on overhead trusses or bridges.

(9) Specific service sign spacing from other signs must be in accordance with the *Manual on Uniform Traffic Control Devices*.

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 1994, 23 United States Code Section 131(f). Original rule filed Feb. 10, 1989, effective Aug. 29, 1990. Rescinded and readopted: Filed Jan. 3, 1991, effective June 10, 1991. Amended: Filed Sept. 15, 1998, effective April 30, 1999.*

**Original authority 1972.*

7 CSR 10-9.050 Sign Design and Installation

PURPOSE: This rule specifies how the sign must be constructed and installed.

(1) Specific service signs shall be constructed and installed so that the exit number shall be displayed at numbered interchanges in place of the directional legend (that is, Next Right, etc.). Signs shall be constructed of engineer grade, reflective sheeting with direct applied Type IV prismatic legend and extruded aluminum panels. Department standard construction specifications shall be followed. Sign design will be approved by the department prior to installation.

(2) Supplemental directional signs for ramps must be constructed and installed as follows:

(A) Supplemental directional signs shall be located on the highway right-of-way along the interstate or primary highway interchange ramp or at the ramp terminal with the intersecting highway. The exact location of the supplemental directional signs shall be determined by the district;

(B) A minimum of one hundred feet (100'), or as approved by the department, is required between successive supplemental directional signs;



(C) Supplemental directional signs shall be installed in the same order as the specific service signs, that is, camping, lodging, food and gas as observed in the direction of travel;

(D) Supplemental directional signs shall be mounted on supports and installed in accordance with the latest edition of the *Missouri Standard Specifications for Highway Construction*;

(E) Signs shall be constructed of engineer grade reflective sheeting with direct applied Type IV prismatic legend and extruded aluminum panels. Sign design will be approved by the department prior to installation; and

(F) Distance plates shall be installed below each business logo showing distance to the nearest one-quarter (1/4) mile. Direction arrows shall be used to indicate business direction.

(3) Trailblazer signs shall be installed along the public highway for qualifying businesses, only if the businesses are not visible and recognizable from the public highway.

(A) Trailblazer signs shall be located on the right-of-way of a public highway at all intersections where the direction of the route changes or where it might be questionable as to which roadway to follow.

(B) The exact location of trailblazer signs shall be determined by the district. Where the road on which the trailblazer sign is needed is a city or county road, it shall be the responsibility of the business to make arrangements with the appropriate local government agency allowing the contractor to erect the trailblazer sign.

(C) Trailblazer signs shall be erected in the same order as specific service signs, that is, camping, lodging, food and gas when observed in the direction of travel.

(D) Trailblazer signs shall indicate, by arrow, the direction to the qualified business.

(E) Trailblazer signs shall be erected on steel or wood posts with mounting height and sign spacing to be in accordance with the latest edition of the *Manual on Uniform Traffic Control Devices* and *Missouri Standard Specifications for Highway Construction*.

(F) The trailblazer logo sign shall be furnished by the qualifying business for installation by others.

(4) Business logo signs shall be constructed and installed as follows:

(A) Only a business name, brand name, trademark, logo, commercial symbol or a combination of these shall be used. If a nationally, regionally or locally recognized commercial symbol, logo or trademark is available, it should be used in preference to any other form of business identification.

Logo signs (mainline, ramp and trailblazer) are to be furnished by the qualifying business for approval by the department and installation by others;

(B) Any message which advertises a product rather than identifying a business is prohibited. Any exception must be approved by the department. On gas business signs, the word diesel or a department-approved symbol for diesel may be included on the business sign;

(C) Messages, 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;

(D) Logo sign size, including any border, shall be as specified in the *Manual of Uniform Traffic Control Devices* except that mainline logo signs will be forty-eight inches by thirty-six inches (48" × 36") for all services;

(E) The business (logo) signs shall have a white message on a colored background that contrasts with the specific service sign; however, colors consistent with consumer awareness may be used with nationally, regionally or locally known symbols or trademarks. The principle legend on the business (logo) sign shall be a minimum of four inches (4") in height on supplemental direction signs and ten inches (10") in height on specific service signs. When a symbol or trademark is used alone for the business sign, any legend on the symbol or trademark shall be proportioned to the size. The business (logo) sign shall have a white border. When symbols or trademarks are used alone, the border may be omitted;

(F) The sign shall be fabricated from a single sheet of minimum sixty-three thousandths inch (.0063") thickness aluminum alloy, 6061-T6 or 5052-483 of ASTM B209. The aluminum shall be treated before applying the reflective sheeting in accordance with Missouri Standard Construction Specifications. High quality Type I or Type II reflective sheeting, as defined by Missouri Standard Construction Specifications, shall be used in all cases and shall be applied with mechanical equipment in accordance with manufacturers' specifications;

(G) Minimum reflective intensity for manufactured colors after sign fabrication shall conform to the requirements of standard specifications for retroreflective sheeting for traffic control, American Association of State Highway and Transportation Officials (AASHTO) designation: M268-84. All reflective sheeting shall be Type I or Type II sheeting;

(H) The business (logo) signs arrangement shall be placed on a specific service sign, having two (2) rows of the signs in order of increasing distance as follows: closest, upper left; second, lower left; third, upper center; fourth, lower center; fifth, upper right; sixth, lower right. On specific service signs with a single row of business signs, individual business signs shall be placed in order of increasing distance from left to right. Relative distance of each qualified business from the interchange shall be determined as previously described at the time of application; and

(I) The order of arrangement for business (logo) signs on supplemental directional signs and trailblazer signs will be determined by the direction of the arrow. Businesses located on the left shall be designated at the top of the sign.

(5) Combination specific service signs and supplemental direction signs may be allowed as approved by the department.

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 1994, 23 United States Code Section 131(f). Original rule filed Feb. 10, 1989, effective Aug. 29, 1990. Rescinded and readopted: Filed Jan. 3, 1991, effective June 10, 1991. Amended: Filed Sept. 15, 1998, effective April 30, 1999.*

**Original authority 1972.*

7 CSR 10-9.060 Administration

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

(1) Requests for space on the service sign panels will be submitted by the owner or authorized representative of a qualified business.

(2) Only six (6) logos for gas, food, lodging, camping and tourist attraction will be available at any location. When two (2) types of specific services are combined on a single specific service panel, a maximum of three (3) logo signs may be displayed from each of the two (2) specific services represented on the combination specific service panel.

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

(A) Businesses nearest to the interchange or intersection will be given priority. Nearest, or closer, as used in this rule shall be determined as in 7 CSR 10-9.050(4)(H), that is, measured along the roadway centerline from the centerline intersection of the crossroad and interstate or primary route to the nearest edge of business structure projected at a right angle to the roadway centerline;

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

(C) Once all allowed similar type businesses are posted on the specific service sign panels 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.

(4) If trailblazer signs are required for a qualified business, they shall be installed at the same time or prior to the installation of the business (logo) sign on the specific service sign panels. The district shall determine if trailblazer signs are necessary and approve locations, if appropriate.

(5) Any service sign panels that are destroyed or damaged shall be repaired or replaced by the department within four (4) weeks after damage occurs.

(6) The breakaway mechanism will be inspected annually by the department for any dirt or other obstruction that may interfere with its working.

(7) Specific service, trailblazer and supplemental directional signs involved in highway improvements will be relocated by the department.

(8) The owner of any business (logo) sign will be notified by certified mail a minimum of thirty (30) days in advance of the permanent removal of their sign (logo) for any cause.

(9) Business (logo) signs may be removed for any of the following and no fees shall be refunded:

(A) Failure to pay rental fee;

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

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

(D) A logo sign removed for any of the previously mentioned reasons shall be charged a department approved fee for installation. This fee will not apply for replacement of damaged signs or covering of seasonal business signs.

(10) If a business is closed due to fire, accident, remodeling or other emergency for more than seven (7) but not more than ninety (90) days, the business (logo) sign shall be covered to prevent inconveniencing the traveling public. The business 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 right to occupy the specific service sign panel. The lease agreement will not be extended due to fire, accident, remodeling or other emergency.

(11) The business (logo) sign for a campground or tourist attraction shall be covered or removed and subsequently reinstalled if the campground or tourist attraction is closed during the winter months.

(12) Existing motorist service signs will remain in place regardless of the installation of logo signs.

(13) The annual business sign fee to be paid by the qualified business for placing business (logo) signs on specific service sign panels and supplemental direction signs shall include, but not be limited to, the fair market rental value of the specific service sign and supplemental direction sign panel, fabrication, erection, maintenance or servicing of specific service, supplemental direction signs and business (logo) signs. The fee for each space on the specific service sign and supplemental direction sign panel shall be the same for all businesses. A lease agreement with the qualified business shall be executed for a term of not less than two (2) years nor more than five (5) years. Leases shall be paid on an annual basis regardless of the lease term unless otherwise approved by the department.

(14) The district will review all proposed locations for specific service sign and supplemental direction sign panels to determine if there is a conflict with existing signs or future sign installations. The district or department may investigate businesses for compliance with state statutes and these rules.

(15) Rented or leased space for a business logo may only remain blank at the request of the renter for a period of ninety (90) days or as otherwise approved by the department.

AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 1994, 23 United States Code Section 131(f). Original rule filed Feb. 10, 1989, effective Aug. 29, 1990. Rescinded and readopted: Filed Jan. 3, 1991, effective June 10, 1991. Amended: Filed Sept. 15, 1998, effective April 30, 1999.*

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