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

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**TITLE 7 – MISSOURI 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(Rescinded June 30, 2015)

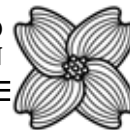
*AUTHORITY: section 226.525, RSMo 1994, and 23 U.S.C. section 131. Original rule filed May 14, 1996, effective Nov. 30, 1996. Rescinded: Filed Nov. 14, 2014, effective June 30, 2015.*

**7 CSR 10-17.020 Definitions**

*PURPOSE: This rule provides definitions of terms.*

*PUBLISHER'S NOTE: The secretary of state has determined that publication of the entire text of the material that is incorporated by reference as a portion of this rule would be unduly cumbersome or expensive. This material as incorporated by reference in this rule shall be maintained by the agency at its headquarters and shall be made available to the public for inspection and copying at no more than the actual cost of reproduction. This note applies only to the reference material. The entire text of the rule is printed here.*

- (1) "Advance TODS Sign" – a Tourist Oriented Directional Signing (TODS) sign placed in advance of the normal TODS sign.
- (2) "Alternate Fuel" – 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), propane, or electric vehicle (EV) charging.
- (3) "Cave" – 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" – a supplemental guide sign displaying emblem panels of up to six (6) colleges or universities meeting the criteria in this rule on emblem panels. A maximum of two (2), three (3), or six (6) college emblem panels may be displayed on a sign with the sign size being based solely on the potential number of schools that may request signs at a given interchange.
- (5) "College Traffic Generator Sign" – 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" – any business or service activity generally recognized as commercial by zoning authorities in this state.
- (7) "Commission" – the Missouri Highways and Transportation Commission.
- (8) "Crossroad" – the roadway that intersects the main roadway.
- (9) "Department" – the Missouri Department of Transportation.
- (10) "Emblem Panel" – 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" – the connective roadway between the mainline and the crossroad at an interchange.
- (12) "Expressway" – a divided highway with limited numbers of at-grade accesses.
- (13) "Fee" – 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" – 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" – a divided highway where access is fully controlled by interchanges.
- (16) "General Service Sign" – a sign with white legend on blue background depicting the standard symbol for an alternate fuel that meets the department's standards.
- (17) "Gore" – 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" – 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" – 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" – the Dwight D. Eisenhower National System of Interstate and Defense Highways.
- (21) "Logo Panel" – 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 "Logo" – a specific service signing program that provides directional signing to businesses which offer motorist services (gas, food, lodging, and camping) and tourist attractions.
- (23) "Mainline Highway" or "mainline" – the primary travel lanes of the interstate, freeway, or expressway.
- (24) "Mainline Sign" – the sign installed in advance of an interchange along the mainline of an interstate, freeway, or expressway informing motorists of the services or attractions accessible from that interchange.
- (25) "Motorist Services" – a business which provides one (1) or more of the following services: gas, food, lodging, or camping.



Signing for motorist services is limited to the Logo and TODS programs and meets the following criteria:

(A) Gas and diesel vehicular service stations shall provide fuel, oil, water, air, restroom facilities, drinking water, a telephone available to the public for emergencies, and be in continuous operation at least twelve (12) hours a day, seven (7) days per week. Alternative fuel availability at these sites can be displayed as a secondary message at the bottom of a Logo panel or within the TODS sign legend. If this information cannot be displayed as part of the Logo or TODS sign, it may be displayed as a general service sign placed below the gas Logo mainline and ramp signs or below the TODS sign for the facility offering the alternative fuel. A maximum of two (2) general service signs may be displayed below a TODS sign, one (1) attached to each of the TODS sign posts. When general service signs are used, the alternative fuel site shall be within three (3) miles of the interchange, located along the crossroad of the interchange, be clearly visible from the crossroad, with the availability of the alternative fuel clearly identified on the on-premise signing of the site. The distance to the alternative fuel site will be displayed along with the general service logo where the distance is greater than one (1) mile;

(B) Electric vehicle charging (EV charging) sites shall be equipped with level two (2) or level (3) systems compatible with all electric vehicles, have the capacity to charge a minimum of two (2) vehicles at the same time, and be available to any user regardless if the user is a patron of the site offering the EV charging station. EV charging availability may be displayed as a supplemental message at the bottom of a Logo panel or within a TODS sign legend for sites participating in the TODS or Logo program under the gas category. EV charging stations located at businesses participating in the TODS or Logo programs under categories other than gas may be signed using the general service signing for EV charging in accordance with the requirements of the application of general service signing in this rule;

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

(D) Lodging, motel, and hotel facilities shall be approved and/or licensed by the state agency or political subdivision having jurisdiction, have a minimum of ten (10) rooms with each room having its own restroom facility, including a shower and/or bath tub, sufficient off-street parking for all guests, telephones in each room, and be open twenty-four (24) hours a day, seven (7) days a week; and

(E) Camping and campground facilities shall be approved and/or licensed by the state agency or political subdivision having jurisdiction, provide restroom facilities, drinking water, at least twenty (20) camping and parking spaces, and be open twenty-four (24) hours per day, seven (7) days per 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.

(26) "Owner" – 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" – a contract between the program manager and each eligible entity participating in the programs outlined in this rule.

(28) "Primary College/University Site" – the site that represents the institutional home of a college/university located in the state of Missouri, but not meeting the definition of the traditional college campus.

(29) "Program Manager" – 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.

(30) "Qualified Entity" – a site that meets one (1) of the following categories and meets all of the criteria of 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.

(31) "Ramp Sign" – 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.

(32) "Ramp Terminal" – the intersection of the exit ramp and the crossroad.

(33) "Restroom Facility/Facilities" – a modern sanitary facility comprising a minimum of one (1) sink with running water and one (1) flushing toilet.

(34) "Rural Area" – an incorporated area, an unincorporated U.S. Census-designated place or a county in which the population is equal to or less than five thousand (5,000) persons.

(35) "Satellite College/University Site" – a branch site of a college/university located at a site apart or away from the primary university or college. The primary campus may be located in a different city or state from the traditional college/university campus or the primary college/university site.

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

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

(38) "Standard" – the department's current versions of the Standard Plans for Highway Construction, Standard Specifications for Highway Construction, and the policies



found in the department's Engineering Policy Guide.

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

(40) "TODS Program" or "TODS" – 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.

(41) "TODS Sign" – a sign displaying the name of qualified entities that provide eligible tourist attractions or motorist services, as written in this rule, displayed as a stand-alone sign or as part of a TODS sign assembly.

(42) "Tourist Attraction" – a tourist-oriented activity where the site's primary function, or offering, is as a natural phenomenon, historic site, cultural site, museum, educational site, area of natural beauty, recreational site, or memorial monument as defined below, and a major portion of whose income or visitors are derived during the normal business season from motorists and are open to the public without reservations. 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. In addition, qualifying tourist attractions are to be open for business at least three (3) months per year, four (4) hours per day, at least five (5) days per week with at least one (1) day being a Saturday or Sunday unless otherwise indicated in this rule, have public restroom facilities, and a minimum of ten (10) parking spaces.

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

(B) "Historic site" – a structure, site, or district that has definite historical significance and shall be listed on the National Park Service's National Register of Historic Places, which can be found at <https://www.nps.gov/subjects/nationalregister/index.htm>.

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

(D) "Museum" – a facility in which works of artistic, historical, or scientific value are cared for and exhibited to all age groups.

(E) "Educational site" - sites which include –

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

2. "Facility tours" – regularly scheduled tours of plants, factories, working farms, or institutions where the tours are conducted on a regularly scheduled daily basis conducted during normal working hours of the facility. Tours shall be a minimum of thirty (30) minutes in duration, be educational in format, informing the public how the products from the facility are produced or grown, and be communicated to the public by posting the information on the facility website, pamphlets, brochures, or anywhere the hours of operation for the facility can be found. This does not include retail outlets which do not fabricate or grow their products;

3. "Wineries," "breweries," or "distilleries" – a licensed site which produces a minimum of five hundred (500) gallons of wine, beer, or spirits per year, open to the public for guided tours or tasting, and meet the additional requirements of "facility tours" as defined in this rule; and

4. "Agritourism sites" – An agricultural site open to the public providing the opportunity to visit a working

farm, ranch, or other agricultural facility for the purposes of education, participating in the activities of the site, or purchasing products produced by the site. Qualifying sites are those locations where the products are grown/raised and harvested, where visitors can purchase pre-harvested products or have the option to select and harvest products directly from the fields. Examples of qualifying sites include but are not limited to Christmas tree farms, pumpkin patches, blueberry farms, and apple orchards. This does not include remote sites in which agricultural products have been transported for sale away from the farm, ranch, or other agricultural site producing the products. Examples of non-qualifying sites would include but are not limited to farmers markets, roadside produce stands, and Christmas tree sale lots. Qualifying agritourism sites may only participate in the TODS program and are to be open for business a minimum of four (4) weeks per year, four (4) hours per day, at least two (2) days per week with at least one (1) day being a Saturday or Sunday. Agritourism sites may operate with portable restroom facilities in lieu of a modern sanitary facility comprising sinks with running water and flushing toilets.

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

(G) "Recreational site" – sites which include –

1. "Recreational area" – an area conducive to outdoor recreation including but not limited to bicycling, boating, fishing, swimming, hiking, rafting, picnicking, snowmobiling, cross country skiing, or snow skiing;

2. "Amusement parks" – a permanent area which offers entertainment including but not limited to games, rides, and/or food services for all ages;

3. "Arenas" – a stadium, sports complex, auditorium, fairgrounds, civic or convention center, or racetrack which have seating for at least five thousand (5,000) people, open and/or holding public events at least one hundred (100) days of the year;

4. "Golf course" – a facility offering at least nine (9) holes of play;

5. "Sports complex" – an outdoor facility offering a large group of fields and/or courts where multiple games can be played at the same time. These complexes typically support one (1) or more of but not limited to the following sports: soccer, baseball, softball, basketball, or tennis; and

6. "Excursion gambling boat" – a boat, ferry, other floating facility, or any non-floating facility licensed by the Missouri gaming commission on which gambling games are permitted by law.

(H) "Memorial monuments" – a statue, obelisk, landmark, or other structure which commemorates a person, group, or event of regional, state, or national significance. Memorial monument sites shall meet the minimum qualifications of the TODS, Logo, or Traffic Generator program to qualify for a supplemental guide sign and be accessible to the public three hundred sixty-five (365) days per year.

(43) "Traditional College/University Campus" – the land on which the institutional home of a college/university and its related buildings are situated. The campus will be comprised of a series of buildings on one (1) piece of property owned and operated by the college/university, typically in a park-like setting. The buildings could serve as but are not limited to administration, classrooms, labs, auditoriums, or stadiums. This does not include garages, maintenance buildings, or other



buildings not supporting education.

(44) “Traffic Generator” – a qualified publicly or privately owned entity meeting the criteria of a tourist attraction, but not including golf courses or excursion gambling boats. Publicly owned traffic generators are typically owned and operated by the state or federal governments, city or county jurisdictions, do not charge entry fees to utilize the facilities and are typically non-profit or not-for-profit. Privately owned traffic generator sites are typically owned and operated by individuals or organizations which charge entry and user fees and are revenue-producing.

(45) “Traffic Generator Program” – a supplemental guide sign program, which provides directional information to qualified entities, schools, governmental agencies, and colleges.

(46) “Traffic Generator Sign” – a supplemental guide displaying the name and logo, when permitted by this rule, of the qualified entity.

(47) “Trailblazer Sign” – 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.

(48) “Urban Area” – an incorporated city or U.S. Census-designated place in which the population is greater than five thousand (5,000) persons.

(49) “Visible” – an unobstructed view of the on-premise sign of a site by a motorist who is able to see and recognize the site as the destination they are seeking in sufficient time to safely make the necessary maneuvers to access the facility.

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

*AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 2016,\* and 23 U.S.C. 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. Amended: Filed Oct. 6, 2017, effective May 30, 2018. Amended: Filed Sept. 9, 2022, effective April 30, 2023.*

*\*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.

(2) Signs covered in this rule only apply to commission roadways and sites located within the State of Missouri unless otherwise specified in this rule.

(3) Requests for participation in the Logo, Tourist Oriented Directional Signing (TODS), or Traffic Generator Programs are to 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 the entity’s conformance to all applicable federal, state, and local laws, ordinances, rules, and regulations, and not be in breach of that certification.

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

(7) A sign removed for any of the reasons in subsections (7)(A)–(7)(C) will be charged a department-approved fee for re-installation. All fees paid by the qualified entity are not subject to refund. A qualified entity’s sign may be removed no earlier than thirty (30) days after notification by the program administrator through written correspondence for any of the following reasons:

(A) Failure to pay fee; or

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

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

(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 will be covered to prevent inconveniencing the traveling public. The sign owner will not lose their priority or need 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 will be equal to the fees established by the department. A participation agreement with the qualified entity will 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 will have their sign taken out of service to convey to the public the site is not open.

(A) Signs will be taken in and out of service in one (1) of the following ways, depending on the signing program and the circumstances of the installation:

1. For traffic generator signs – a CLOSED plaque will be placed on the sign(s);

2. For Logo signs – the Logo will be removed from the Logo sign(s);

3. For TODS sign(s) –



- A. The TODS sign(s) will be removed; or
- B. A CLOSED plaque will be placed over the directional arrow/mileage display on the sign(s); or

C. If the season of operation can be defined by a term of months, then a supplemental panel(s) can be displayed below the TODS sign(s). Any given month will be displayed only if the site is open at least fifty percent (50%) of that month.

(B) A qualified entity which has not received a sign(s) due to insufficient space will not be permitted to use the space made available by another qualified entity's sign which has been removed during the off-season.

(11) No reimbursement is 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 necessary 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.

(13) An appeal or other request for review by any applicant regarding the decisions of the program manager must be submitted in writing to the department's State Highway Safety and Traffic Engineer, PO Box 270, Jefferson City, MO 65102.

*AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 2016,\* and 23 U.S.C. 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. Amended: Filed Oct. 6, 2017, effective May 30, 2018. Amended: Filed Sept. 9, 2022, effective April 30, 2023.*

*\*Original authority: 226.535, RSMo 1972.*

**7 CSR 10-17.040 Requirements for Tourist Oriented Directional Signing**

*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 a tourist attraction or a motorist service, as defined in this rule, have a minimum annual attendance of two thousand (2,000) visitors in a consecutive twelve- (12-) month period. 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 will contact the appropriate jurisdiction owning the roadway and obtain written consent for such TODS installation. If the

appropriate authority owning the roadway refuses to consent, 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 will incorporate the 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 needed, all trailblazing signs will be erected prior to erecting the intersection signs.

*AUTHORITY: Art. IV, section 29, Mo. Const., sections 226.020, 226.130, and 226.525, RSMo 2016.\* 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. Amended: Filed Oct. 6, 2017, effective May 30, 2018. Amended: Filed Sept. 9, 2022, effective April 30, 2023.*

*\*Original authority: 226.020, RSMo 1939; 226.130, RSMo 1939, amended 1993, 1995; and 226.525, RSMo 1972, amended 1999.*

**7 CSR 10-17.050 Logo Signing**

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

(1) To participate in the Logo signing program, a qualified entity must be a tourist attraction or provide one (1) or more of the following services: gas, food, lodging, or camping, and have a minimum annual attendance of five thousand (5,000) visitors in a consecutive twelve- (12-) month period.

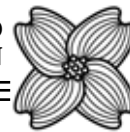
(A) Specific service signs shall be erected only for a qualified entity located within three (3) miles of the interchange as measured along the path from the interchange to the qualified entity starting from the intersecting centerlines of the freeway and crossroad at the interchange to the nearest edge 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 until 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; and
- 2. Camping services or tourist attractions – fifteen (15) miles.

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

(C) Messages, symbols, and trademarks which resemble any official traffic control device are not to 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, will 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 will 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 an eligible business choose to participate in the Logo program at the second interchange location, the business's logo panel 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. The business meets all minimum criteria for the service;

2. Displaying multiple Logo panels for the same business does not prevent participation by another business that offers a sole service and would otherwise qualify for placement on the specific service sign. Should an eligible business 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 will 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 rolled over onto the second specific service will be removed when its participation agreement expires.

(3) If the requests to place Logo panels on specific service signs exceed the available space, the following criteria will 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, and tourist attractions will 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 will 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 will 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 will take place at the time of contract renewal.

(4) If trailblazer signs are needed for qualified entities, they will be installed at the same time or prior to the installation of the Logo panel on the mainline and ramp signs. The program manager will 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 is needed at the same intersection, the TODS signs will incorporate the needed information from, and be used in place of, the Logo trailblazer sign.

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

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

(8) Logo panels will 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, displaying such symbol, logo, or trademark is preferred to any other form of business identification. The department has the right to review and approve or deny any 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. If the fuel brand name is different than the convenience store name, the fuel brand shall be displayed in the predominate position (top or left of the logo panel) and represent no less than fifty percent (50%) of the logo area; 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 cannot display a message which advertises a product rather than identifying a business. Any exception must be approved by the department. Diesel, ethanol or E-85, Biodiesel or B20, Compressed Natural Gas or CNG, Propane, EV Charging, or Food Mart text may be included on gas Logo panels 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.



(9) Logo signs are not permitted at an interchange which connects to another freeway. No interchange to interchange signing is permitted.

(10) Logo signs are not permitted at an interchange exit where the single exit ramp splits into two (2) or more ramps before connecting to the crossroad.

(11) Logo signs are not permitted 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 otherwise approved by the department.

*AUTHORITY: Art. IV, section 29, Mo. Const., section 226.535, RSMo 2016,\* and 23 U.S.C. 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. Amended: Filed Oct. 6, 2017, effective May 30, 2018. Amended: Filed Sept. 9, 2022, effective April 30, 2023.*

*\*Original authority: 226.535, RSMo 1972.*

### **7 CSR 10-17.060 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 cannot be erected at an interchange which connects to another freeway. No interchange to interchange signing is permitted.

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

(4) Traffic generator signs cannot 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 otherwise approved by the department.

(5) Signs may be provided on each freeway located within twenty (20) miles of the traffic generator in a rural area or within five (5) miles in an urban area. Distances shall be measured along the path from the interchange/intersection to the traffic generator beginning at the intersecting centerlines of the interchange/intersection and the crossroad and ending 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 needed 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 in this rule as well as having 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.

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

(A) Be a traditional college/university campus;

(B) The school site and the courses taught at the school are 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) Offer a minimum of a two- (2-) year associates degree and/ or a four- (4-) year bachelor's degree or a master's degree;

(D) Be the primary campus for the college/university;

(E) Face-to-face classroom settings between students and faculty will be the primary source of education. Web-based or telecommunication centers do not meet this requirement;

(F) Be the primary school campus. Individual schools on or off campus (i.e. school of engineering, nursing, etc.), research parks, or research farms do not qualify for signs;

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

(H) 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;

(I) Have a minimum of five hundred (500) registered students attending face-to-face classes on campus. The department may 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; and

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

College Generator mainline signs display the name of the school and the school logo, subsequent ramp and trailblazer signs only display the school name.

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

(A) Be a primary college/university site or a satellite college or university site;

(B) The school site and the courses taught at the school are 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) Offer a minimum of a two- (2-) year associate's degree and/or four- (4-) year bachelor's degree;

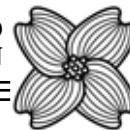
(D) Face-to-face classroom settings between students and faculty is the primary source of education. Web-based classes and telecommunication centers do not meet this requirement;

(E) Be the primary school campus. Individual schools on or off campus (i.e., school of engineering, nursing, etc.), research parks, or research farms do not qualify for signs;

(F) Have a minimum of one hundred (100) registered students attending face-to-face classes on campus. The department may 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;

(G) No qualified school may participate in more than one (1) type of college signing program off of a given state highway;





and

(H) If only one (1) school is displayed on a college emblem sign, that school has the option to display their school name in text, with no logo, instead of being displayed on an emblem panel. The college emblem sign size will remain the same size in either case. If additional schools need to be displayed on the college emblem sign, the original school display will revert to the emblem format in order to accommodate the display of additional schools.

If third connection does not reach an interchange, the signing will begin at the intersection that represents the third connection. If the signing begins at an intersection and not at an interchange, the type of signing used to mark the path will consist of college emblem style trailblazer signs only.

(10) State and Federal Agency. State and federal agency traffic generator sites are not required to meet minimum annual attendance requirements as these sites are publicly owned facilities, are generally open to the public with no access fees, and individual sites are many times part of larger regions, such as national forests or river systems. Unlike privately owned traffic generator sites, whose primary justification for participating in signing programs is to increase attendance and revenue, state and federal sites are non-profit and choose to participate in signing programs simply to aid the public in reaching these facilities. State and federal agency traffic generators are –

(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 include, but are not limited to, federal recreational sites, 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. Approval from the political subdivision(s) in which the correctional facility is located must be obtained before signing will be considered. 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, except the minimum annual attendance requirements. 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 participation agreement may be executed, the potential affiliate must first receive their certification letter from the Division of Tourism.

*AUTHORITY: section 226.525, RSMo 2016,\* 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. Amended: Filed Oct. 6, 2017, effective May 30, 2018. Amended: Filed Sept. 9, 2022, effective April 30, 2023.*

*\*Original authority: 226.525, RSMo 1972, amended 1999.*