

All Businesses

The individual business whose name, symbol, or trademark appears on a business Logo panel should give written assurance of the business's conformity with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, sex, age, disability, or national origin.

The NCDOT Logo Program is self-sufficient. NCDOT does not profit from the fees, but assesses them to cover all program costs, including administrative costs.

Applying For Logo Signs

Businesses apply by making a written request to the Division Engineer who has jurisdiction over the specific interchange. Requests will be accepted by the following methods: fax, e-mail, or certified mail, return receipt requested, US Postal Service, UPS, Federal Express, or hand delivered and should include the specific route, interchange (*exit number*), and service type. After an appropriate review, the Division Engineer will notify the potential participant regarding whether or not the business qualifies for signing.



Inquiries about the Program should be directed to the Division Logo Coordinator:

Division 1 - (252) 482-1857

Bertie, Camden, Chowan, Currituck, Dare, Gates, Hertford, Hyde, Martin, Northhampton, Pasquotank, Perquimans, Tyrell, Washington

Division 2 - (252) 439-2816

Beaufort, Carteret, Craven, Greene, Jones, Lenoir, Pamlico, Pitt

Division 3 - (910) 341-2222

Brunswick, Duplin, New Hanover, Onslow, Pender, Sampson

Division 4 - (252) 640-6534

Edgecombe, Halifax, Johnston, Nash, Wayne, Wilson

Division 5 - (919) 220-4600

Durham, Franklin, Granville, Person, Vance, Wake, Warren

Division 6 - (910) 364-0606

Bladen, Columbus, Cumberland, Harnett, Robeson

Division 7 - (336) 487-0175

Alamance, Caswell, Guilford, Orange, Rockingham

Division 8 - (910) 947-3930

Chatham, Hoke, Lee, Montgomery, Moore, Randolph, Richmond, Scotland

Division 9 - (336) 747-7800

Davidson, Davie, Forsyth, Rowan, Stokes

Division 10 - (704) 244-8270

Anson, Cabarrus, Mecklenburg, Stanly, Union

Division 11 - (336) 903-9133

Alleghany, Ashe, Avery, Caldwell, Surry, Watauga, Wilkes, Yadkin

Division 12 - (980) 552-4235

Alexander, Catawba, Cleveland, Gaston, Iredell, Lincoln

Division 13 - (828) 250-3000

Buncombe, Burke, Madison, McDowell, Mitchell, Rutherford, Yancey

Division 14 - (828) 631-1154

Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Polk, Swain, Transylvania

Disclaimer: This brochure is not intended to fully describe all of the regulations and requirements for the Logo Signing Program. For further information, see https://connect.ncdot.gov/resources/safety/Tepp/ Pages/Tepp-Topic-Original.aspx?Topic_List=L12



LOGO SIGNING PROGRAM

Specific Service (Logo) Signing

The North Carolina Department of Transportation (NCDOT), as a service to the motoring public, provides Logo signing for highways with fully-controlled access interchanges (*fully-controlled interchanges are grade separated and do not have intersections or driveways within the limits of the interchange*). This program allows the NCDOT to install service signs to which individual business Logo panels are attached. The business Logo panels are currently installed for gas, food, lodging, camping, and attraction services.

Installation Process For Fully-Controlled Access Interchanges

Individual business Logo panels are provided by the business to the NCDOT. These Logo panels are installed when qualifying businesses enter into an agreement, on a first-come first-served basis, with the NCDOT and pay the required fees. The business must be located on the crossroads at or near an interchange. The minimum state criteria for participating in the Logo Signing Program are documented in the North Carolina Administrative Code Title 19A Department of Transportation.

For fully-controlled access interchanges, the Board of Transportation has approved a program to install Logo signs where space is available along the roadway. Participating businesses pay an annual rental fee of \$300 per each mainline, ramp, and trailblazer panel. Trailblazer panels are necessary when more than one turn is required to find the business. Typically, two business panels are installed along the mainline (*one in each direction*) and two business panels are installed along the ramps resulting in total annual rental fees of \$1,200. A maximum of six business Logo panels shall be installed on Gas, Food, Lodging, Camping, and Attraction service signs.



Minimum State Requirements

The minimum state criteria by which Gas, Food, Lodging, Camping, and Attraction businesses qualify to rent a space on Logo signs within freeway right-of-way are as follows:

Gas and Associated Services

- 1) Appropriate licensing as required by law
- 2) Vehicle services for fuel (gas, diesel, or alternative fuels), motor oil, and water
- 3) On premise restroom facilities
- 4) On premise attendant to collect monies, make change, and make or arrange for tire repairs
- 5) Year-round operation at least 16 continuous hours per day, seven days a week
- 6) On premise telephone available for emergency use by the public

Food Services

- 1) Appropriate licensing as required by law and a permit to operate by the Health Department
- 2) Year-round operation at least eight continuous hours per day, six days a week
- 3) Indoor seating for at least 20 persons
- 4) On premise restroom facilities
- 5) On premise telephone available for emergency use by the public

Lodging Services

- 1) Appropriate licensing as required by law and a permit to operate by the Health Department
- 2) Adequate sleeping accommodations consisting of a minimum of 10 units, except "Bed and Breakfast", each including bathroom and sleeping room
- 3) Adequate parking accommodations
- 4) Year-round operation
- 5) On premise telephone available for emergency use by the public

Camping Services

- 1) Appropriate licensing as required by law including approved water and sewer systems
- 2) At least 10 campsites to accommodate all types of camping including travel-trailers, tents, and RVs
- 3) Adequate parking accommodations
- 4) Continuous operation, seven days a week during business season
- 5) Removal or masking of business Logo panels by the NCDOT during off seasons, if operated on a seasonal basis
- 6) On premise telephone available for emergency use by the public

Attraction Services

- 1) Appropriate licensing as required by law
- 2) On premise restroom facilities in a permanent structure
- 3) Continuously open without appointment at least eight hours per day, five days per week during its normal operating season or the normal operating season for the type of business
- 4) Adequate parking accommodations
- 5) On premise telephone available for emergency use by the public
- 6) Only facilities which have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public and meet the eligibility requirements as specified

LAYOUT FOR MAINLINE LOGO SIGNS

(SINGLE EXIT)

MAXIMUM SIZE FOR MAXIMUM NUMBER OF BUSINESSES

