

NCDOT Logo Program:

Logo Signs are Not Allowed at Freeway to Freeway Interchanges or on Collector Distributor Lanes

North Carolina's Logo Signing Program is administered by the Department of Transportation and is intended to provide notification of qualified specific service businesses located at a grade separated interchange that connects a **fully controlled access facility** (interstate or other freeway) **with a non fully controlled access facility** (roadway with at-grade intersections such as facilities having traffic signals or stop signs along the route). These type interchanges provide motorists with access to the specific service without requiring the motorist to exit at an additional interchange. Freeway to non-freeway interchanges usually provide easy re-entrance to the exited freeway.

Logo program signs may be denied at a freeway to non-freeway interchange when it is determined by the Department that the route is difficult to sign or follow, or in cases that motorists may find it difficult to find their way back to the freeway from the business location. Such cases might include where the motorists would have to traverse more than one multi-lane roadway to reach the service, or where roadway configurations to reach the service may be confusing to unfamiliar or older drivers.

The program **does not** allow Logo signs at interchanges where a fully controlled access facility connects with another fully controlled access facility (freeway to freeway interchanges). The program also does not allow Logo signs on ramps connecting two fully controlled access facilities. Freeway to freeway interchanges do not provide direct access to specific services since the motorists would have to take a subsequent exit to reach the destination. Motorist expectations for this type signing would not be met. The motorist would be required to traverse a second series of Logo signs. The return trip to the originally exited route would also be considered confusing. Since not direct or expected, both the trip to the service/business and the return trip could be especially confusing to unfamiliar and older motorists.

Collector – Distributor Clarification:

Logo signs are not allowed along collector-distributor lanes. Logo signs are not allowed where collector lanes connect two or more separate -Y-lines. However, Logo signs are allowed at a single interchange with a collector-distributor lane for 2 or more ramps of a single interchange that connect a freeway to a non-freeway facility providing both of these conditions are met: 1) the mainline Logo signs will be located along the freeway mainline in advance of the exit to the Collector-Distributor (never along the C-D), and 2) the mainline Logo signs and exit gore signs for the ramps must have the exit number and letter.

General:

If previous Logo sign installations do not meet the qualifying interchange type, or are determined to have caused motorists difficulty during travel to or from the business, the Logo signs are subject to removal and cancellation of contracts. No additional or larger Logo signs would be allowed in these situations.