

LOGO PROGRAMS

California has TODS and LOGO Programs. They have minimum impact on billboards since they are built in rural and incorporated areas; however, billboards built before the Highway Beautification Act was adopted that were placed on agricultural land are sometimes impacted by TODS or a LOGO sign. The Department is making an effort not to place TODS and LOGO signs in front of “grandfathered” billboards. To the best of my knowledge, our TODS program in Michigan has had no impact on billboards. We do believe it alleviates some of the grievances of people who would otherwise have no legal off-premise signage along the highway, but we don’t have any data to support that belief.

Arizona

Your rules writer may have done an anticipated economic impact study.

Arizona requires that one be done for new rules. You might refer to it to determine what anticipated impacts there might be.

The primary way to determine the negative impacts of the TODS program is to count the number of complaints from major sign companies.

Some small cities felt that the placement of logo signs violated their sign codes. When we told them they didn’t have jurisdiction over our right-of-way, they fought all the harder. That was a negative impact to the logo program.

We considered requiring the removal of a business owned billboard if it was within view of the proposed logo sign. That might have been considered an impact of sorts. The suggestion was ignored.

Placement of a TODS sign might allow a business to forego erecting a billboard, but I doubt it would cause the dis-use or removal of an existing billboard because a business went with a TODS sign instead of renewing the advertising contract. This assumes that the business was advertised on a sign owned by a major company instead of on a sign erected by the business.

In Arizona, there were no measurable impacts to billboards from the logo program, only carping from a few sign companies. The signs are so inexpensive that businesses continue to advertise from billboards and logo signs. In such cases, one might wonder what is accomplished by a DOT providing businesses additional ways to advertise along the highway. The measurement here might be the amount of visual clutter added to the highway vs the increased revenue to the business from the additional advertising presence. A gratuity of sorts, since the cost of the sign placed within the state right-of-way is expected to be outweighed by the benefits to the business. I’ve always thought it to be ironic, since TODS and logos are supposed to be provided to serve the interests of the tourist.

New Jersey

We have TODS and Logos in New Jersey.

We have not noticed a decrease in the number of applications since the implementation of TODS. We have had some billboard companies make comments about TODS v. Billboards. Our billboards and TODS can and do exist on the same highways.

Oregon Travel Information Council:

Because our billboard program is highly controlled, TODs and billboards have minimal location sharing. At one time, our legislature wanted to deny any business a billboard if they had TODS. That act was declared unconstitutional, and was rescinded.

Maryland

The State Highway Administration of Maryland does not have a TODS program . We do have an existing Specific Services Signing Program, or also known as the Logo Program. If you have any questions, you can give me a call at 410-787-4039.

Louisiana

We have a TODS program in Louisiana. We have not seen any impact on the use of billboards since the implementation of the TODS program. Our TODS program is designed for use on major arterial routes.

The creation of the TODS program was spearheaded by tourism groups in the state. Although the program is operated by the DOTD, the decision as to whether or not an activity qualifies for participation in the program is made by the state Office of Tourism. Our role in the process is to determine if the signs requested can be located at the sites requested, issue permits, install the signs and collect fees. I strongly recommend that the program be totally administered by your DOT. It seems that Tourism's agenda and DOT's agenda are not the same. Tourism would like to see us erect signs for every conceivable business thereby adding to the sign clutter already in place.

Tennessee

Businesses participating in Tennessee's TODS program are mainly in rural agricultural areas where there a few (if any) billboards. In many instances, TODS is the only legal form of signage available on two-lane rural highways for businesses that are not visible from the main traveled way. From a billboard regulatory standpoint, TODS has helped reduce small sign clutter along our highways.

Florida

Florida doesn't have this program. Thankfully. I can't really imagine it would impact billboards at all—Logo certainly doesn't. At one time we did have the TODS program, but it's been defunct in Florida for over 10 years.