**Section 542.500 Panel and Sign Design**

a) Freeway Panel Design

1) At single-exit interchanges, the type of service and the exit number shall be displayed in one line above the business signs in white legend ten inches in height on a blue background.

2) At double-exit interchanges, the specific service panels shall consist of two sections, one for each exit. The top section shall display the business signs for the first exit and the lower section shall display the business signs for the second exit. The type of service and the exit number shall be displayed in a line above the business signs for each section. Where all businesses of a type of service are at only one exit, the specific service panel will be displayed similarly to that for a single-exit interchange.

3) When two types of services are combined on the same freeway panel, the higher priority service will be displayed above or to the left of the lower priority service. When three types of services are combined on the same freeway panel, one of the following arrangements will be used:

A) Service types arranged vertically with one service displayed on the top third of the panel, one service displayed on the middle third of the panel, and one service displayed on the bottom third of the panel.

B) Service types arranged horizontally with one service displayed on the left third of the panel, one service displayed on the middle third of the panel, and one service displayed on the right third of the panel.

C) The services will be displayed in priority order with the highest priority service listed at the top or to the left.

b) Exit Ramp Panel Design

1) Along exit ramps of single-exit interchanges, the business signs will be displayed in similar order to that on the freeway, except that those businesses to the motorists' left will have signs placed at the top of the panel and those to the right will be at the bottom. Directional arrows will be shown on the panel by the Department.

2) If used, exit ramp panels of double-exit interchanges are designed similar to those of single-exit interchanges, except without directional arrows.

3) Services will be combined on exit ramp panels, similar to that provided in subsection (a)(3).

c) Business Sign Design

1) The business signs will be designed and supplied by the business to the Department. These signs shall consist of the business' name, trademark, symbol, or combination thereof, providing it does not resemble any traffic sign, signal, or device. The business' trademark, name, etc., must be the primary message on the sign and directly related to the type of service being accommodated on the specific service panel. The business signs may also contain supplemental messages relating to the primary business, including credit cards honored by that business, ATM machines actually on the property that the business owns or leases, and messages such as "family restaurant", "buses welcome", "E85", "alternative fuels" and "diesel". Logos or symbols identifying a second business or a supplementary service will not be allowed. A business sign may also contain one supplemental word message directly relating to a second motorist service, including, but not limited to, "food mart" on a gas sign, "gas" on a lodging sign, or "restaurant" on a gas or lodging sign. A business sign shall not display the symbol/trademark or name of more than one business. Messages that are not related to motorist services, including, but not limited to, alcoholic beverages, area tourist attractions, dancing, lottery tickets, antiques, and vehicle sales will not be allowed as supplemental messages. Food signs for establishments that are closed one day a week shall include a supplemental message including the day of closure. The business sign may also contain one supplemental message identifying that the business is RV-friendly, subject to the following requirements:

A) The entrance to and egress from the business establishment shall be hard surfaced, kept free of potholes and at least 12 feet wide with a minimum swing radius of 50 feet to enter and exit the facility.

B) The entrance to and egress from the business establishment and the parking area shall be free of any electrical wires, tree branches, canopies or other obstructions up to 14 feet above the surface.

C) Fueling facilities with canopies are required to have a 14-foot clearance, and those selling diesel fuel are required to have pumps with non-commercial nozzles.

D) Fueling facilities must allow for pull-through with a swing radius of 50 feet.

E) Restaurants and 24-hour pharmacies shall have a minimum of two RV spaces that are a minimum of 12 feet wide and 65 feet long with a minimum swing radius of 50 feet to enter and exit the spaces.

F) Campgrounds shall have a minimum of two spaces that are a minimum of 18 feet wide and 45 feet long.

G) Business establishments shall post signs on their sites directing motorists to RV-friendly parking spaces and other on-site RV-friendly services.

H) The supplemental message shall either be "RV access" or "RV friendly". It may also consist of an abbreviation "RV" in six inch black letters inside a 10" diameter yellow circle with a black border displayed within and near the lower right-hand corner of the business sign.

2) Any supplemental messages must be an integral part of the business sign and not added as stickers or decals after the business sign has been installed. Any signs that are tampered with by adding or deleting supplemental messages or by altering the name, logo, or symbol or any other portion of the message or design subsequent to their installation will be removed by the Department and the business must furnish new signs in addition to the $50 per sign reinstallation fee required by Section 542.600(b)(4). Should the service indicated by a supplemental message be discontinued, the business must furnish new business signs without the discontinued message along with the $50 per sign reinstallation fee required by Section 542.600(b)(4) within 60 days after discontinuation of the service. Covering over the message will not be allowed. Supplemental messages may be omitted on ramp and trailblazer signs if the business desires. Signs shall be fabricated on an aluminum base material between .080 and .125 inches thick. High-performance reflectorized background sheeting material shall be utilized for the signs. The size of the signs to be placed on freeway panels, exit ramp panels, and trailblazer assemblies shall be as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | GAS | | FOOD, LODGING, CAMPING, 24-HR PHARMACY | |
|  | Width | Height | Width | Height |
| FREEWAY | 48" | 36" | 60" | 36" |
| EXIT RAMP | 24" | 18" | 24" | 18" |
| TRAILBLAZER | 24" | 18" | 24" | 18" |

Business sign lettering, other than that which is part of a logo/trademark, shall be a minimum of 8" high on freeway signs and 4" high on ramp and trailblazer signs. Supplemental message lettering shall be a minimum of 5" high on freeway signs and 2.5" high on ramp and trailblazer signs.

3) In order to ensure that the signs meet all of the requirements of this Section, businesses shall furnish a sign design to the Department for approval within 30 calendar days after approval of their application. If the sign design is not received by the Department within the 30 day time period, the space will be declared available.

4) Any campground not open the entire year must have its opening and closing months shown on its freeway business signs, but is not required to have the months shown on the exit ramps. This provision applies to those businesses who receive approval of their applications on or after January 1, 2012.

(Source: Amended at 35 Ill. Reg. 18905, effective October 26, 2011)