

Business Advertisements on CalTrans Signs “Business Logo Sign Program”

Summary:

Increase the instances in which CalTrans can place signs on highways that advertise local businesses by revising the requirements of the program to remove the requirement that signs be placed in rural areas.

Background:

Streets & Highways Code 101.7 allows CalTrans to adopt rules and regulations that allow the placement of signs identifying local businesses offering fuel, food, lodging, camping services, approved 24-hour pharmacy services, or approved attractions in rural areas. Rural is considered to be an area designated by the US Census Bureau as having a population of 5,000 or more. The sign can stay in place until an area’s population increases to 10,000. Approved attractions include amusement parks, botanical and zoological facilities, business districts and main street communities, education centers, golf courses, historical sites, museums, religious sites, resorts, ski areas, marinas, "u-pick" farms and orchards, farmers' markets, and wineries, viticulture areas, and vineyards.

Businesses are responsible for manufacturing the sign and delivering it to CalTrans. CalTrans is required to charge a fee of at least 125% of the cost to place and maintain the sign. This fee is reviewed annually. The revenues collected are to be reserved for safety roadside rest purposes. Current fees charged by CalTrans are:

Annual Permit Fees (cover the cost of administering and processing the permit)	\$100.00 for each panel, in each direction
Annual Rental Fees (cover the cost of maintaining the panel and the sign)	\$250.00 for each panel, in each direction
Installation Fees (cover the cost of installing the sign)	\$100.00 for main line / \$50.00 for off-ramp
Service Fees (cover the cost of covering, removing, reinstalling, or replacing a business logo panel)	\$100.00 for main line / \$50.00 for off-ramp
Transfer Fees (required for any change in ownership, for each permit)	\$50.00 for each permit

Staff Recommendation:

Staff recommends the committee discuss the issue and give staff direction regarding next steps, if any.

Fiscal Impact:

Unknown.

Existing League Policy:

None.

Possible Support:

CalTrans
Business Community

Possible Opposition:

Unknown