

## **NCDOT Logo Program: Logo Signs are Not Allowed at Freeway to Freeway Interchanges**

North Carolina's Logo Sign 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 take a second exit ramp and therefore provide easy re-entrance to the exited freeway.

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). These type 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.

Further, Logo signs are not allowed on collector lanes connecting any types of facilities, ramps connecting two fully controlled access facilities, or where it is determined by the Department that motorists may find it difficult to find their way back to the freeway from the business location.

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.