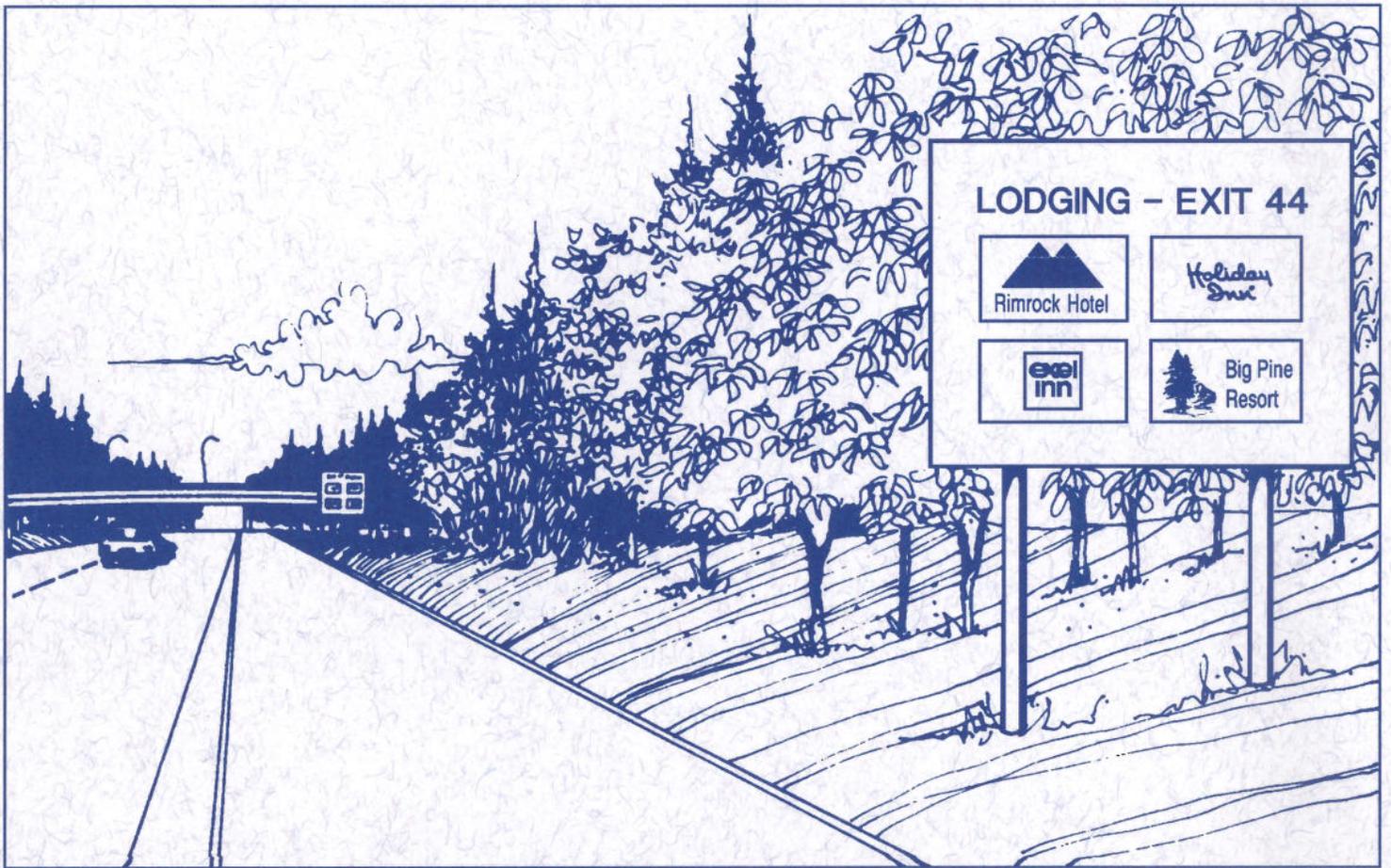


Specific Information Signs

(Gas, Food, Lodging & Camping)



Montana Motorist Information Sign Group

A Division of Logo Signs of America, Inc.

P.O. Box 5251 • Helena, Montana 59604

1-800-285-LOGO(5646)

A DIVISION OF



Montana Motorist Information Sign Group

Announces

An Exciting New Program For Montana Highway Travelers

And

Providers of Highway Traveler Services

...The State of Montana, with administrative support from the Montana Department of Transportation, has taken a progressive new step toward improved highway traveler assistance in Montana.

The Montana Motorist Information Sign Group was created to assist the Department in enabling providers of highway traveler services to effectively and economically inform highway travelers on designated highways of their available services.

Providers of services to travelers on designated highways can now display their logo alongside the highway near interchanges for highway travelers to see, in an effort to make their highway travel in Montana more enjoyable.

Criteria for Specific Information Signs Permitted

A. Types of Services

Services are limited to gas, food, lodging, and camping. To qualify, services shall be open to all persons regardless of race, culture, color, sex, social origin or condition or political or religious ideas.

A business establishment, meeting the following criteria, may be considered for placement of a Business Sign on a Specific Information Sign:

1. "Gas-diesel Facilities" shall include:

- (i) Provide fuel, oil, water, and air.
- (ii) Provide restroom facilities and drinking water.
- (iii) Provide a telephone available for public use.
- (iv) Be in continuous operation at least 12 hours per day, seven days per week.
- (v) May qualify for the additional words "auto repair" on the business sign provided qualified personnel are available to perform minor auto repair and tire repair at least 8 hours per day, five days per week.
- (vi) May qualify for the additional words "24 hours" provided the fuel pumps are operable with major credit cards or personnel 24 hours each day, 7 days per week.

2. "Food and Restaurant Facilities" shall include:

- (i) Be approved or licensed as required by the state agency or political entity having jurisdiction.
- (ii) Be in continuous operation for at least 10 hours per day, seven days per week. Priority shall be given to restaurants within the applicable three-mile increment which are in continuous operation for 10 hours per day, seven days per week, to serve three meals per day and which open no later than 8:00 a.m., and if priority is so given, these hours of operation and meal service shall continue throughout the lease term.
- (iii) Provide restroom facilities.
- (iv) Provide a telephone available for public use.

3. "Lodging Facilities" shall include:

- (i) Be approved or licensed by the state agency or the political entity having jurisdiction.
- (ii) Provide a telephone available for public use.
- (iii) Provide adequate sleeping accommodations.

4. "Camping Facilities" shall include:

- (i) Be approved or licensed by the state agency or the political entity having jurisdiction.
- (ii) Provide modern sanitary facilities and drinking water.
- (iii) Provide adequate camping and parking spaces.

B. Location of Qualified Businesses for Specific Information Signs:

- (i) Specific Information Signs may be erected only for qualified businesses located within three miles of the interchange as measured along the gore of the exit ramp along public highways to the nearest point of intersection of the driveway of the qualified business and public highway, except as provided below.
- (ii) If no qualified business within a service category under ARM 18.7.303(1) exists within three miles of the interchange, then successive three-mile increments up to 15 miles may be considered. If considered, then all qualified businesses within the service category and within the successive increment may be included, but not to exceed the maximum capacity of the Specific Information Sign.
- (iii) A qualified business located more than three miles from an interchange may not qualify for signing if a motorist could obtain similar services adjacent to the next interchange by traveling fewer miles.

C. Other Requirements

Section 60-5-514(3), MCA: No business that owns any outdoor advertising structure in violation of the provisions of Title 75, chapter 15, part 1, MCA (Outdoor Advertising Act) may be eligible for business identification on a specific information sign for 1 year after the illegal outdoor advertising structure is removed unless the owner voluntarily removes it within 45 days of receiving notification under 75-15-131.

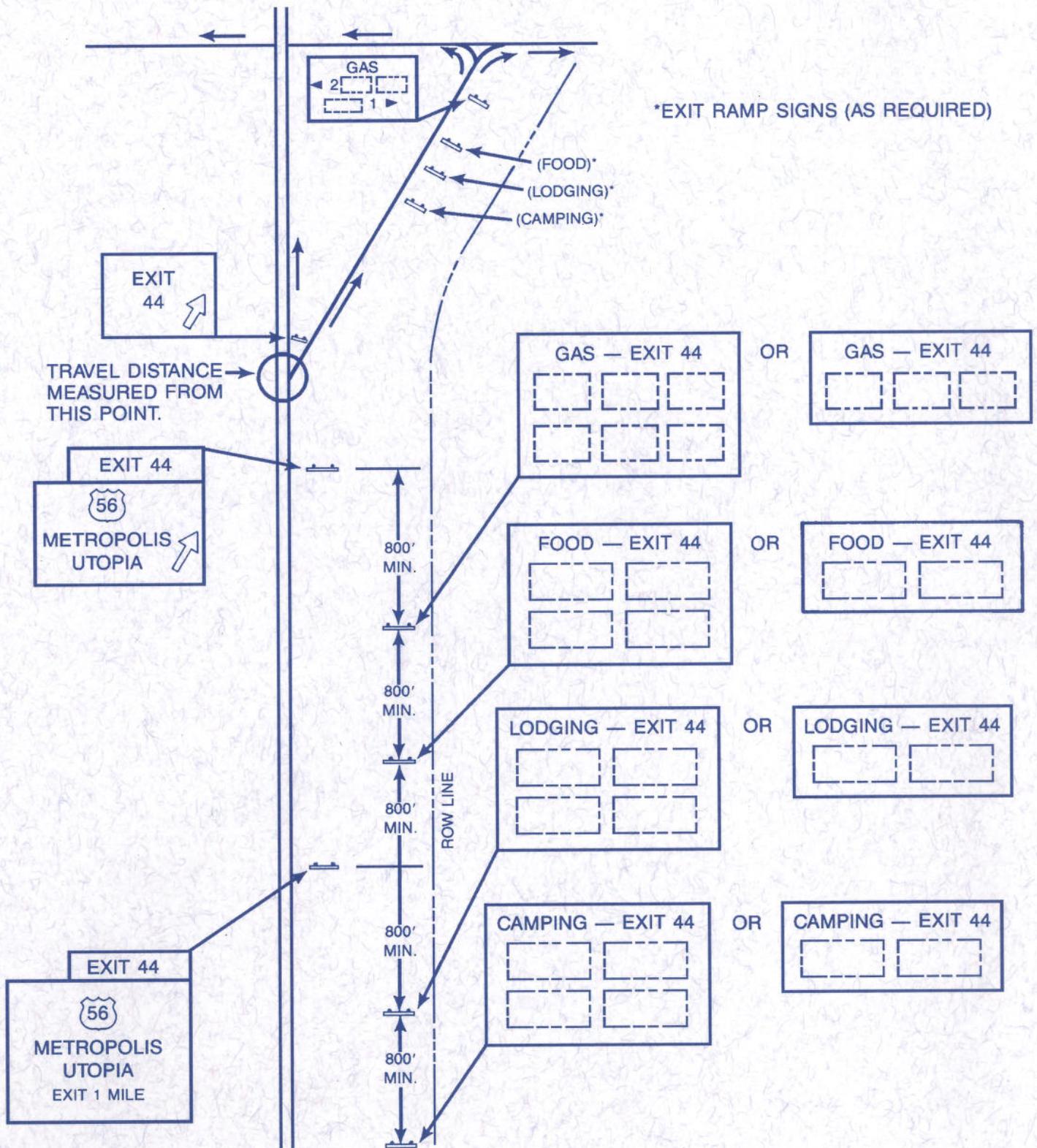


FIGURE 8-1. TYPICAL SIGNING FOR SINGLE EXIT INTERCHANGES