

TOURIST-ORIENTED HIGHWAY SIGNING PROGRAM

2015 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Michael E. Noel

Senate Sponsor: _____

LONG TITLE

General Description:

This bill modifies the Protection of Highways Act by amending provisions relating to outdoor advertising near an interstate or primary system.

Highlighted Provisions:

This bill:

- ▶ authorizes the Department of Transportation to erect or by contract erect, administer, and maintain tourist-oriented directional signs that display logo advertising and information of interest to the traveling public on rural conventional roads;
- ▶ specifies requirements for the Department of Transportation to lease or contract with a private party for the sign or sign space; and
- ▶ makes technical corrections.

Money Appropriated in this Bill:

None

Other Special Clauses:

None

Utah Code Sections Affected:

AMENDS:

72-7-504, as last amended by Laws of Utah 2012, Chapter 347



28 *Be it enacted by the Legislature of the state of Utah:*

29 Section 1. Section 72-7-504 is amended to read:

30 **72-7-504. Advertising prohibited near interstate or primary system -- Exceptions**
31 **-- Logo advertising -- Department rules.**

32 (1) Outdoor advertising that is capable of being read or comprehended from any place
33 on the main-traveled way of an interstate or primary system may not be erected or maintained,
34 except:

35 (a) directional and other official signs and notices authorized or required by law,
36 including signs and notices pertaining to natural wonders and scenic and historic attractions,
37 informational or directional signs regarding utility service, emergency telephone signs, buried
38 or underground utility markers, and above ground utility closure signs;

39 (b) signs advertising the sale or lease of property upon which they are located;

40 (c) signs advertising activities conducted on the property where they are located,
41 including signs on the premises of a public assembly facility as provided in Section 72-7-504.5;

42 (d) signs located in a commercial or industrial zone;

43 (e) signs located in unzoned industrial or commercial areas as determined from actual
44 land uses; and

45 (f) logo advertising under Subsection (2).

46 (2) (a) The department may itself or by contract erect, administer, and maintain
47 informational signs;

48 (i) on the main-traveled way of an interstate or primary system for the display of logo
49 advertising and information of interest to the traveling public if:

50 [(i)] (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code,
51 in the lease or other contract agreement with a private party for the sign or sign space; and

52 [(ii)] (B) the private party for the lease of the sign or sign space pays an amount set by
53 the department to be paid to the department or the party under contract with the department
54 under this Subsection (2)[.]; and

55 (ii) on rural conventional roads for tourist-oriented directional signs that display logo
56 advertising and information of interest to the traveling public if:

57 (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code, in
58 the lease or other contract agreement with a private party for the sign or sign space; and

59 (B) the private party for the lease of the sign or sign space pays an amount set by the
60 department to be paid to the department or the party under contract with the department under
61 this Subsection (2).

62 (b) The amount shall be sufficient to cover the costs of erecting, administering, and
63 maintaining the signs or sign spaces.

64 (c) The department may consult the Governor's Office of Economic Development in
65 carrying out this Subsection (2).

66 (3) (a) Revenue generated under Subsection (2) shall be:

67 (i) applied first to cover department costs under Subsection (2); and

68 (ii) deposited in the Transportation Fund.

69 (b) Revenue in excess of costs under Subsection (2)(a) shall be deposited in the
70 General Fund as a dedicated credit for use by the Governor's Office of Economic Development
71 no later than the following fiscal year.

72 (4) Outdoor advertising under Subsections (1)(a), (d), (e), and (f) shall conform to the
73 rules made by the department under Sections [72-7-506](#) and [72-7-507](#).

Legislative Review Note
as of 1-29-15 9:43 AM

Office of Legislative Research and General Counsel