

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 ~~H→~~, as it existed on  
 48a **June 1, 1991, ←H** 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) ~~H→~~ **only ←H on rural conventional roads H→ as defined in rules adopted in**  
 55a **accordance with Section 41-6a-301 in a county of the fourth, fifth, or sixth class ←H** for  
 55b **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 ~~H→~~ **tourist-oriented**  
 58a **directional ←H 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.

63a **H→ (c) Any sign erected pursuant to this Subsection (2) which was existing as of**  
63b **March 1, 2015, shall be permitted as if it were in compliance with this Subsection (2).**

64 [~~(c)~~] **(d) ←H** The department may consult the Governor's Office of Economic  
64a 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.

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

**Office of Legislative Research and General Counsel**