

1 A bill to be entitled
 2 An act relating to transportation; amending s. 479.261,
 3 F.S.; revising requirements for the logo sign program of
 4 the interstate highway system; revising the definition of
 5 the term "attraction"; removing provisions for permits to
 6 be awarded to the highest bidders; authorizing the
 7 department to implement a rotation-based logo program;
 8 revising contract provisions for related services;
 9 requiring the department to adopt rules that set
 10 reasonable rates based on certain factors for annual
 11 permit fees; requiring that such fees not exceed a certain
 12 amount for certain sign locations; providing for
 13 distribution of proceeds from such fees; providing an
 14 effective date.

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 16 Be It Enacted by the Legislature of the State of Florida:

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 18 Section 1. Subsections (1), (3), (4), and (5) of section
 19 479.261, Florida Statutes, are amended to read:

20 479.261 Logo sign program.--

21 (1) The department shall establish a logo sign program for
 22 the rights-of-way of the interstate highway system to provide
 23 information to motorists about available gas, food, lodging, ~~and~~
 24 camping, attractions, and other services, as approved by the
 25 Federal Highway Administration, at interchanges, through the use
 26 of business logos, and may include additional interchanges under
 27 the program. ~~A logo sign for nearby attractions may be added to~~
 28 ~~this program if allowed by federal rules.~~

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29 (a) As used in this chapter, the term An "attraction"
30 means ~~as used in this chapter is defined as~~ an establishment,
31 site, facility, or landmark that ~~which~~ is open a minimum of 5
32 days a week for 52 weeks a year; that ~~which charges an admission~~
33 ~~for entry; which~~ has as its principal focus family-oriented
34 entertainment, cultural, educational, recreational, scientific,
35 or historical activities; and that ~~which~~ is publicly recognized
36 as a bona fide tourist attraction. ~~However, the permits for~~
37 ~~businesses seeking to participate in the attractions logo sign~~
38 ~~program shall be awarded by the department annually to the~~
39 ~~highest bidders, notwithstanding the limitation on fees in~~
40 ~~subsection (5), which are qualified for available space at each~~
41 ~~qualified location, but the fees therefor may not be less than~~
42 ~~the fees established for logo participants in other logo~~
43 ~~categories.~~

44 (b) The department shall incorporate the use of RV-
45 friendly markers on specific information logo signs for
46 establishments that cater to the needs of persons driving
47 recreational vehicles. Establishments that qualify for
48 participation in the specific information logo program and that
49 also qualify as "RV-friendly" may request the RV-friendly marker
50 on their specific information logo sign. An RV-friendly marker
51 must consist of a design approved by the Federal Highway
52 Administration. The department shall adopt rules in accordance
53 with chapter 120 to administer this paragraph, including rules
54 setting forth the minimum requirements that establishments must
55 meet in order to qualify as RV-friendly. These requirements
56 shall include large parking spaces, entrances, and exits that

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57 | can easily accommodate recreational vehicles and facilities
58 | having appropriate overhead clearances, if applicable.

59 | (c) The department may implement a 3-year, rotation-based
60 | logo program providing for the removal and addition of
61 | participating businesses in the program.

62 | (3) Logo signs may be installed upon the issuance of an
63 | annual permit by the department or its agent and payment of a ~~an~~
64 | ~~application and~~ permit fee to the department or its agent.

65 | (4) The department may contract pursuant to s. 287.057 for
66 | the provision of services related to the logo sign program,
67 | including recruitment and qualification of businesses, review of
68 | applications, permit issuance, and fabrication, installation,
69 | and maintenance of logo signs. The department may reject all
70 | proposals and seek another request for proposals or otherwise
71 | perform the work. ~~If the department contracts for the provision~~
72 | ~~of services for the logo sign program, the contract must~~
73 | ~~require, unless the business owner declines, that businesses~~
74 | ~~that previously entered into agreements with the department to~~
75 | ~~privately fund logo sign construction and installation be~~
76 | ~~reimbursed by the contractor for the cost of the signs which has~~
77 | ~~not been recovered through a previously agreed upon waiver of~~
78 | ~~fees.~~ The contract also may allow the contractor to retain a
79 | portion of the annual fees as compensation for its services.

80 | (5) At a minimum, permit fees for businesses that
81 | participate in the program must be established in an amount
82 | sufficient to offset the total cost to the department for the
83 | program, including contract costs. The department shall provide
84 | the services in the most efficient and cost-effective manner

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85 through department staff or by contracting for some or all of
86 the services. The department shall adopt rules that set
87 reasonable rates based upon factors such as population, traffic
88 volume, market demand, and costs for annual permit fees.
89 However, annual permit fees for sign locations inside an urban
90 area, as defined in s. 334.03(32), may not exceed \$5,000 and
91 annual permit fees for sign locations outside an urban area, as
92 defined in s. 334.03(32), may not exceed \$2,500. After
93 recovering program costs, the proceeds from the annual permit
94 fees shall be deposited into the State Transportation Trust Fund
95 and used for transportation purposes. ~~Such annual permit fee~~
96 ~~shall not exceed \$1,250.~~

97 Section 2. This act shall take effect upon becoming a law.